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BRIN
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ICO
MATTERS

BREAKING BARRIERS

Students bring crash course in languages to ICO

BRINGING VISION TO THE HOMELESS 9

Q&A WITH ALUMNI COUNCIL PRESIDENT 17

CELEBRATING THE IEI FOUNDATION 21

ALUMNI WEEKEND 23

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ICO's Alumni Weekend

August 27-29, 2010 • www.ico.edu



ILLINOIS COLLEGE
of OPTOMETRY

Celebrate ICO's Alumni Weekend

Explore the many attractions that Chicago has to offer as you reconnect with friends and classmates, and enjoy today's *Illinois College of Optometry*.

All Alumni
Are Invited!

For More Information

Visit ICO's web site at www.ico.edu for updates or contact Connie M. Scavuzzo, Director of Alumni Development, at 312-949-7080 or alumni@ico.edu.

August 27

Class Reunion and Alumni Awards Reception and Banquet held at the InterContinental Chicago. Classes celebrating reunions: 1945, 1950, 1955, 1960, 1965, 1975, 1980, 1985, 1990, 1995, 2000, and 2005.

August 28

Chicago Trolley Tour, Architectural Riverboat Tour, and Good Old-Fashioned "Blind Spot"

August 29

Four hours of Continuing Education (non-tested). Sponsored by Alcon Laboratories.

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Features



11

13



17



21

Departments

- 3
4
10
23
25
26
29
Back cover

- IN FOCUS**
President's Message
Seen & Heard
Alumni Weekend 2010 Schedule
Class Notes
Leadership Notes
A Second Look
Datebook



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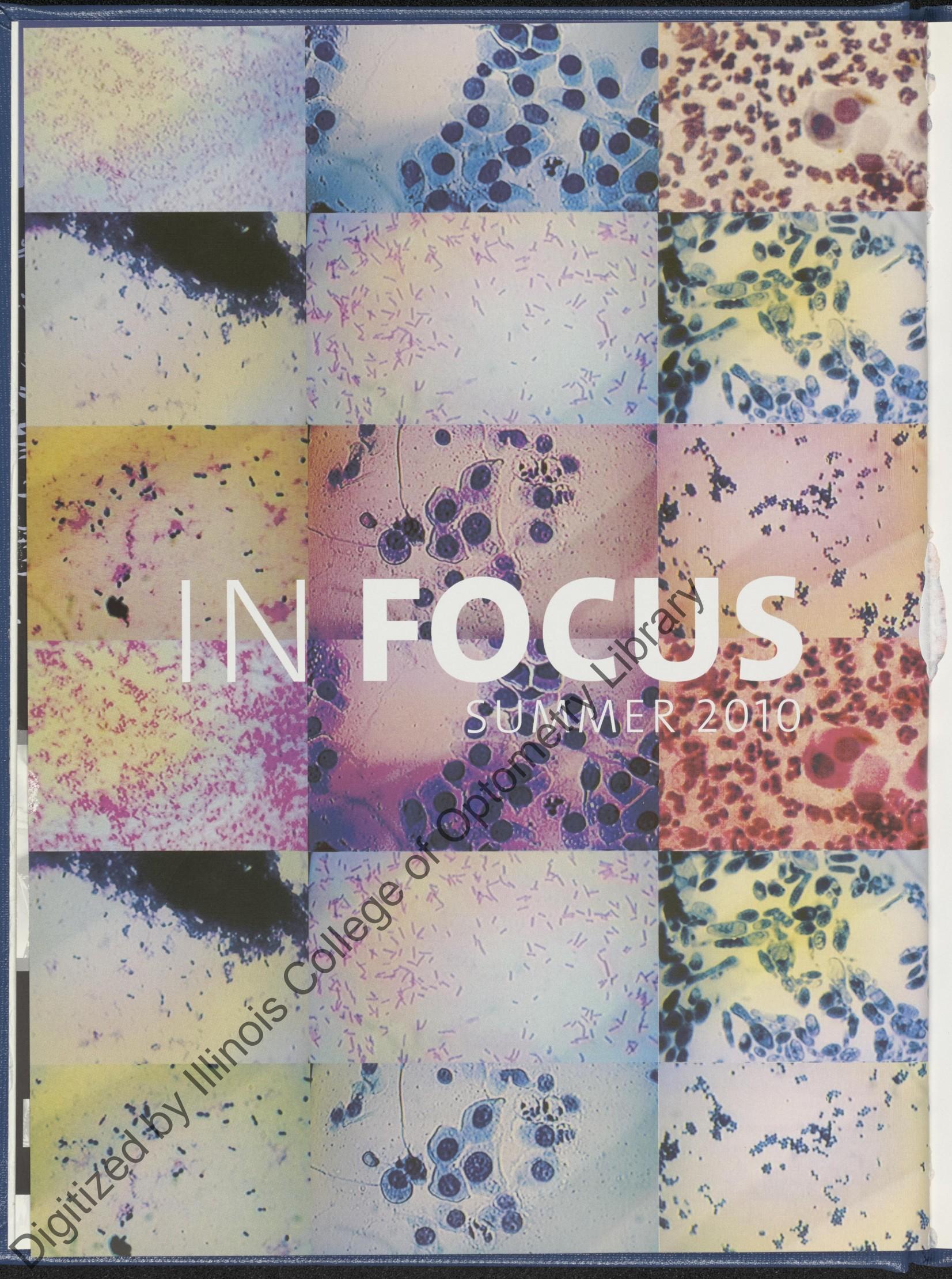
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IN FOCUS

SUMMER 2010

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a message from the president

You've all heard the story of why it took three Boy Scouts to help an old lady across the road. Because she didn't want to go. The Scouts were well-meaning, but they never asked the old lady if she wanted to cross the road. Lesson learned. Ask the consumer what she (or he) wants.

We recently asked you, the readers of *ICO Matters*, to tell us in an online readership survey what you want in your magazine. Many of you responded with both praise for what we are doing, and suggestions of what we can do better. Overwhelmingly, the message was that you want to read more about you: What is happening with your fellow alumni? What are the students up to? What new things are happening on campus? You also asked for more photos and some lighthearted articles mixed in with the serious news.

This issue of *ICO Matters* represents our response to what you want. Inside, you will find new sections and new features, including a revamped back page that takes "A Second Look" at an alumnus. We have more in-depth features as well as a new "In Focus" section that is packed with news about ICO, its alumni and the field of optometry.

We believe these changes are a step in the right direction, but we really need your help to make it the best it can be. We want to know what is happening in your life and with your fellow alumni. Did you win an award? Open a new practice? Take a mission trip somewhere? Are your kids following in your footsteps at ICO? Do you have a particularly fond memory of ICO that you and your colleagues still reminisce about? Share what's happening in your life, so we can share it with others. Just send an e-mail with your news to *ICO Matters* Editor Jacqui Cook at jcook@ico.edu, and we'll take it from there. We also want to know what you think of the new look and what suggestions you have to make it even better.

After all, as important as it is to get across the road, no amount of good intentions will matter if that's not where you want to be.

Enjoy your new *ICO Matters*!

A handwritten signature in blue ink that reads "Arol Augsburger OD".

AROL AUGSBURGER
PRESIDENT

ICO Matters thanks everyone who completed the ***ICO Matters Readership Survey***! Your feedback is important to us.

Congratulations to:

Judi-Anne Perez, OD '02, Chula Vista, Calif., won a \$250 Visa gift card

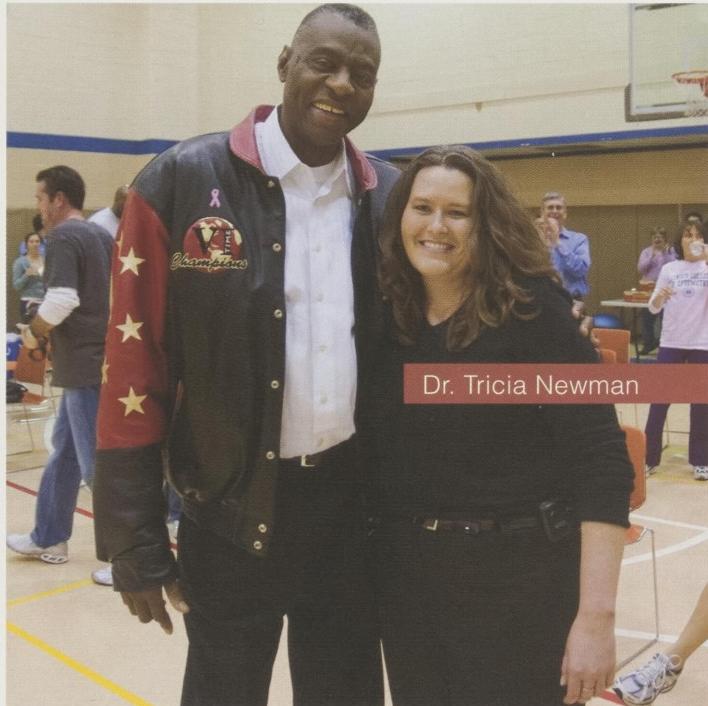
Thomas Mahaffey, OD '95, Goodfield, Ill., won a Flip Mino camcorder

Howard Dubin, OD '66, West Bloomfield, Mich., won \$50 in ICO bookstore merchandise

LUCKY WINNERS

Blazin' the Nets

ICO faculty member Dr. Tricia Newman was the champion free-throw shooter at the "Blazin' the Nets" contest, benefiting the IEI Foundation. Dr. Newman went 10 for 10 in the first round and 9 for 10 in the second, going head-to-head with three-time NBA All-Star and former Chicago Bull Bob "Butterbean" Love.



IEI talks 3D with Chicago's ABC 7

Dominick Maino, OD, MED '78, was featured in a Chicago television news report on why some people report feeling ill during or after a 3-D movie, particularly the blockbuster "Avatar." Dr. Maino was interviewed at ICO by WLS-TV, the ABC affiliate in Chicago and the city's top-ranked news station. "Anywhere from 3 million to 9 million or more will have binocular vision dysfunctions that will stop them from enjoying 3-D movies," Dr. Maino said in the interview. The report also featured a patient at the Illinois Eye Institute who said her vision was affected by seeing "Avatar."



Leading the Way

The prestigious ICO Leadership Circle welcomed a new member at the Iowa Optometric Association Congress. Larry Van Daalen, OD '87 (center), of Waverly, Iowa, took the "Crouch Challenge" and presented his generous donation to Donovan Crouch, OD '63 (left), and ICO President Arol Augsburger, OD (right), at ICO's alumni hospitality suite.

The Crouch Challenge encourages new members to join ICO's premier giving society with a pledge from Dr. Crouch to match their contributions. Read more about the Leadership Circle on Page 26 of this issue.

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Congratulations!

ICO faculty members Sandra Block, OD, MPH (left), and Janice Jurkus, OD, MBA (right), were inducted this year into the National Academies of Practice in Optometry. The NAP is a nonprofit professional organization of distinguished practitioners and scholars from 10 health disciplines, including optometry. Only 150 members may be elected to each of the 10 Academies. The NAP advises public policy makers on health care issues from the perspective of experts across numerous disciplines.



It's All About the Connections

Do you ever wonder what happened to that guy you sat next to during first year? Are you thinking about buying an optometric practice but aren't sure where to look? Are you a new grad looking for that first opportunity? Now you can find answers to these questions and many more by connecting with ICO alumni, students and friends on our official Facebook pages.

ICO has pages for the school and alumni. In addition, the school page has a tab listing all ICO-related groups that have formed on their own. There are pages set up for classes as far back as 1984 and up to 2014, and more are welcome!

It's no secret that Facebook's popularity has grown exponentially since it was created in 2003 at Harvard University. Today, it's estimated there are about 400 million users worldwide. The ICO sites already have a robust number of "friends," and the number grows every day.

If you haven't connected with us on Facebook, please do so today and invite your fellow alumni, colleagues and friends to do the same. Just go to www.facebook.com and open your free account (if you don't already have one). Search for the "Illinois College of Optometry" page or "Illinois College of Optometry Alumni" group, then click "Like" or "Join" to connect to exclusive content, news and information about ICO. And remember: Facebook is built on interactive communication. So post your news, article ideas and questions, too. We are looking forward to connecting with you soon!

COMMUNICATIONS & MEDIA CENTER

You may have noticed a new look and some new names in this issue of *ICO Matters*. The redesigned magazine is just one of many projects coming out of ICO's newly established Communications & Media Center. This new center is part of the Student, Alumni & College Development Department and offers a centralized approach to how the college communicates with its varied audiences. The CMC is responsible for:

Writing and designing *ICO Matters*

Updating the ICO and Illinois Eye Institute Web sites

Issuing news releases and promoting ICO and IEI activities and events

Creating multimedia materials for courses

Designing scientific posters, signage, and marketing materials

If you have something you want to share with the CMC, please e-mail communications@ico.edu

The CMC is a "one-stop shop" for faculty, staff and others to access a full range of communications, public relations and media services.



Jenni Gaster-Sopko
Communications and
Media Director



Jacqui Cook
ICO Matters Editor



Tory Cichy
Multimedia Designer



Jonathan McIntire
Design Manager
Web Developer



Waldo Duran
Graphic Designer
Photographer

Do you
Tweet?

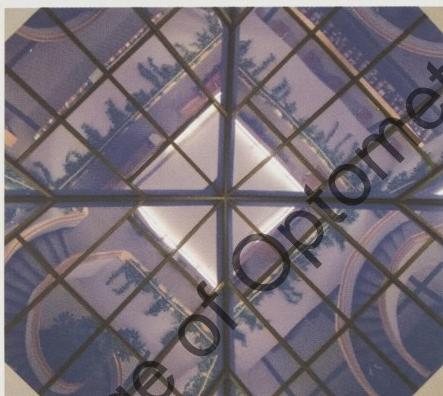
Blog?

Update Your
Facebook
Status?

If so, *ICO Matters*
Needs You!

ICO Matters is planning an article about how alumni use social media. If you are involved in any kind of social media, please let us know about it by sending an e-mail to Editor Jacqui Cook at jcook@ico.edu. Be sure to include what kind of social media you are involved in and whether it is for work or private use. Thank you!

Carl Shepard Library



Arol Augsburger, OD
ICO President

was the guest of Chicago Mayor Richard M. Daley at the Annual Interfaith Breakfast celebrating the life of Dr. Martin Luther King Jr. Also pictured is keynote speaker James Reynolds Jr., CFA, chairman and CEO, Loop Capital Markets.

As an ICO student or alumnus, did you know you have access to some of the most sought-after optometric research in the world? The Carl Shepard Library at the Illinois College of Optometry has filled recent interlibrary loan requests from some of the most prominent learning institutions in the world, including:

Centers for Disease Control Library
Columbia University
Cornell University
Duke University
Harvard University
National Institutes of Health Library
Northwestern University
Ohio State University
University of Chicago

The Carl Shepard Library is the only library in the world to possess some of the serials – publications issued in parts, such as journals – in its collection. A search for the word, “optometry,” in WorldCat, the international computerized library catalog of the libraries, found that of the 1,308 titles, 330 were owned only by the ICO library. It also houses hundreds of books and audiovisual materials. In fact, a prominent retinologist keeps his consulting faculty status just for access to the ICO library, despite having access to the University of Chicago and Harvard libraries. In addition to serving the current faculty and students, the library also provides privileges to alumni.

For more information, call (312) 949-7158
or e-mail cshepard@ico.edu.

FIRST PERSON

A Day of Bringing Eye Health to the Homeless

By Dr. Tommy L. Lim, OD '77

The Santa Clara County, Calif.,

Optometric Society

What started out as a simple favor to a colleague has now changed the way I look at a growing segment of our population — the homeless. Even though I have helped prepare and serve meals for the homeless in the past, there was no actual interaction or dialogue with any of the individuals.

Other than those few feel-good experiences, my perspective in dealing with the homeless has been one of uneasiness. How would I avoid making eye contact or keep my distance from a homeless individual asking for help?

In April 2009, EyeCoach President Rob Bell asked if I would be interested in volunteering a day doing eye exams in San Francisco with a group called Project Homeless Connect. Rob had read about the project in the *San Francisco Chronicle* and decided he wanted to help out with eye care at the next scheduled event.

This portion of the project was the dream of Karen Flynn, a caring and committed leader — who is an optician from San Francisco. Just imagine storing boxes and boxes of frames in your apartment, along with two phoropters and two portable tripod-like stands.

The day started off like any typical hustle and bustle Friday morning you would expect in San Francisco. However, this was not your typical financial district crowd.

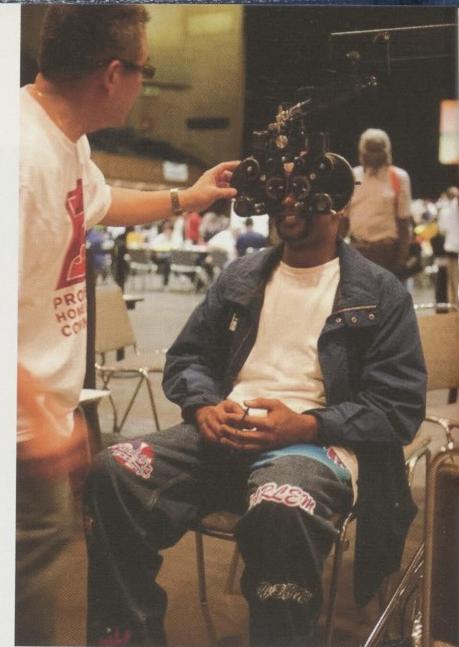
As soon as I arrived to set up, there was the beginning of a long, orderly line of people outside the Bill Graham Civic Auditorium. The clients were composed of all ethnicities, primarily male around age 45. It is estimated that 30 percent of the homeless are military veterans. Beyond eye care, some of the other services provided were dental and medical screenings, hair cuts, HIV testing, needle exchange, substance

abuse counseling and wheelchair repairs. However, eye care and eyeglasses were the most sought after service.

Our team was composed of Karen, Rob and Dr. Joy Sarver, Dr. John Spallone of the San Francisco Optometric Society, and me. That day, 2,053 people were seen, linking individuals to badly needed services. We performed 65 eye exams, with 39 patients getting prescription glasses and more than 400 pairs of readers dispensed. The patients were examined while sitting on a makeshift exam chair - a metal folding chair - with the phoropter positioned in front of their face.

I will never forget the thoughts I had while doing the refraction. These patients were concentrating on whether lens No. 1 or lens No. 2 was clearer. My method of testing and the decision-making process for these patients was the same as in my practice. The only difference was the challenging circumstances surrounding the lives of these homeless patients.

The one thing I will remember most was the look on the patients' faces when I offered my hand to introduce myself to them. Dr. Spallone, a Project Homeless Connect veteran, told me



that morning that something as simple as a handshake was confirmation to these patients that they were respected as human beings. I couldn't agree more.

This was a humbling experience. My thoughts on the drive to San Francisco that day were to help the homeless. At the end of the day, the person who benefited the most was not the homeless, but me. I may not be able to change their situation, but at least I can make their life a little better.

If you are interested in finding out more about this project, please contact me at visionbiz@gmail.com or visit my Web site at www.berryessaoptometry.com. I would like to especially acknowledge Barney Dougher of Hoya Vision Care for generously donating the prescription lenses for us. Thank you for having a heart and making a difference in people's lives.

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SEEN

HEARD

Renee Reeder, OD, FAAO, associate professor and the chief of the ICO/IEI Cornea Center for Clinical Excellence, published an article, "Daily Disposable Lenses: A Look Back and Ahead," in the April 2010 issue of *Contact Lens Spectrum*.

"I still miss and think about ICO all the time. You should know that the students asked some very good and relevant questions and my co-lecturers and fellow colleagues could not stop telling me how impressed they were with ICO's facilities, especially the pre-clinic lab and EyePod. I've told the students for years, they are clinically trained very well with the best equipment at their disposal." – Timothy H. Tsang, OD '06, FAAO.

"My life as an optometrist has been and is a wonderful, fulfilling experience. It has enabled me to make significant contributions to the lives of my patients. It has also enabled me to develop lifelong relationships with colleagues throughout the world. These experiences have been priceless and are irreplaceable. I am grateful to NICO for giving me the tools to be able to participate in my chosen profession of optometry."

HAROLD E. DAVIS, OD '45, FAAO,
in a letter sent to ICO along with his Leadership Circle annual donation.

found on
facebook

ICO MATTERS asked our Facebook fans to respond to this question:

When and why did you decide to become an optometrist?



Speakers shared their advice at the ICO Practice Opportunities Symposium for new ODs looking at opening their own practice:

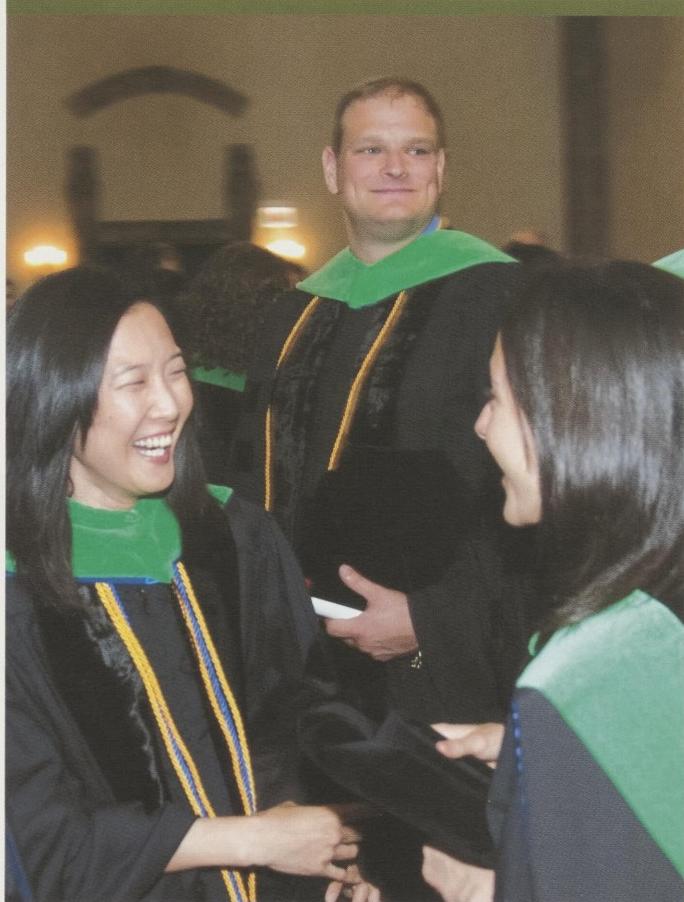
- Hire a geographic mapping specialist to evaluate the population of an area.
- If you go back to your hometown, get involved in your community, patients will trust you more because you grew up there. If you don't know other specialists in the area, go introduce yourself.
- Be grateful with discounts if you decide to go back to your hometown. determine who is in your immediate family and friends and only offer them discounts. do not overdo it!

"If you're not involved, you're doing [the profession] a disservice ... We're a limited license profession. You never know what can happen. As active optometrists, you have to be on your toes," **Wendy Muller, OD '93**, telling *Review of Optometry* why she is involved optometric organizations outside of her practice.

DENA SHEHANI, CLASS OF 2014: At the age of 8, I asked my mother if she could read a birthday card on the fireplace mantle. When she realized that I should have been able to read the card but couldn't, she immediately bundled me up and brought me to the optometrist, where I was later given a pair of prescription glasses. Each year, I went to visit the optometrist and eventually realized that the line of work intrigued me.

Bill Park, OD '77: I always knew I wanted to be in the health profession. I did not want to be on night call in a hospital being a general physician or surgeon. I wanted to be independent. I wanted to be able to work as long as I want or as little as I want, as time goes on. I do not have to operate on anyone. People leave the office happy. What else can be better than that?

”



Congratulations to the ICO Class of 2010!

The 148 members of the Class of 2010 officially became ICO alumn at an emotional and inspiring commencement ceremony May 22.

The ceremony at the University of Chicago's Rockefeller Chapel brought together distinguished alumni, faculty, staff and supporters of ICO to share in welcoming the graduates into the career of optometry.

"We have all gathered today in this beautiful chapel, to individually recognize each graduate for the doctor of optometry degree, to honor those who have exceeded the high expectations we have for all of our graduates, and to share with you the fellowship of our faculty, staff, alumni, family and friends," ICO President Dr. Arol Augsburger told the students.

During the ceremony, an honorary degree – doctor of humane letters – was given to Illinois State Sen. Kwame Raoul for being a strong advocate for optometry and patient access to care throughout his career. Among his accomplishments was championing legislation that allows optometrists in Illinois to use oral medications to treat patients for eye disease, a notable improvement in access to quality eye care for Illinois residents. In his keynote address to the graduates, Raoul reminded students that they have a responsibility to give back to their communities, particularly those who face obstacles to quality care.

"Some of you may leave school knowing that you are now equipped with a tool to provide for yourselves, but don't lose sight that you are also leaving with a tool that will allow you to provide for critically needed vision care," Raoul said. He added that he and his wife did not realize their young daughter was struggling with vision problems until her reading grades began to slip. She was fitted with corrective lenses at the Illinois Eye Institute.

"There are hundreds of thousands of little girls and boys out there who are underachieving because of lack of access to adequate eye care and that is a shame. Every child deserves the opportunity to see as clear as possible," he said. "Moreover, I believe that the disadvantaged population, whose eye exams reveal other ailments, deserve to be alerted to the fact that they are sick, so make an effort to do something for that population."

The new graduates took the Optometric Oath, administered by Kent Daum, OD, PhD, vice president and dean for academic affairs, and then listened as Mark Colip, OD '92, ICO's vice president for student, alumni and college development, reminded them they were chosen from a pool of 936 applicants.

As the members of the Class of 2010 have learned, the road to becoming a doctor is certainly not an easy one," he said. "But, then again, nothing worthwhile ever is. You are to be congratulated for your tremendous accomplishment, and I welcome you into our wonderful profession."

Snapshot of the Class of 2010

ICO MATTERS

148
Graduates

8
Legacy students
(relative previously attended ICO)

64%
Female | 34%
Male



* Class of 2010 Valedictorian Ashley M. Scheurer, OD is congratulated by Dr. Kent Daum

Thoughts from the Graduates

Moments before they processed into the commencement ceremony and became alumni, *ICO Matters* asked some of this year's graduates to share their reflections on ICO:

What is your advice to the incoming class?

"Take advantage of every opportunity you have. You have new ones every single day."

"Front-load your studying so it's harder in the beginning and it gets easier. Otherwise you're just going to be catching up."

"Make sure you have fun and make the most of every moment that you have with the class because it goes so fast. And make time to have fun, because the work can seem overwhelming."

"Study hard and you'll make it to this day like us!"

"You've got to pay attention because you're going to find something that's either a contact that will help you get a job after school or information that you'll really need on national boards."

What is your fondest memory of ICO?

"Starting off at orientation and meeting everyone for the first time. First year was such a great experience because we all became so close. Our class as a whole has just gotten really close."

"My fondest memory is meeting some of the best friends I've ever made."

"There's so many it's hard to choose. I had a great time just hanging out with other students, and studying. I don't think there's anything better than hanging out with friends and being productive at the same time."

Any parting words for your classmates?

"It was a great four years. I love you guys. We're all docs."

"Have fun. Enjoy. It's a long road and a lot of work, so they've earned the fun they're going to have."

What Happens Next?

ICO graduates have an exemplary placement record after graduation. Even before the final semester ended, 54 percent of this year's class already had a definite practice opportunity in place. Traditionally, ICO has 100 percent placement within three months of graduation, with some students waiting for their final board scores before seeking employment. In addition, 20 percent of the 2010 graduates planned to continue on to residency programs.

Like other classes before it, a majority of this year's graduates – 85 percent – have a significant debt level upon graduation. But they also are very likely to keep up with their loan payments, based on ICO's outstanding history of a 0 percent default rate in the last decade.

26

States
represented

30

Canadian provinces
represented

30

International students

25%

graduated with high honors

\$200,000

in scholarship and awards
recognized

BREAKING BARRIERS

BY: Jacqui Cook

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Imagine for a moment you are back in the shoes of a young ICO student. It's your time to see patients at the Illinois Eye Institute, and you know immediately upon stepping into the exam room that this is going to be a tough case.

A distraught mother, clearly experiencing excruciating pain around the eyes, does not respond when you ask what is wrong. Instead, her young son seated next to her must try to translate what you are saying in English into Spanish, then communicate what his mother is saying in Spanish back to you in English. If her son wasn't there, you aren't sure how you would communicate unless you could find a translator on campus right away.

ICO's Multicultural Association (MCA) recognized this was becoming a common situation for students doing clinic time at IEI, so its members developed a solution to at least open the lines of communication. Drawing on the expertise of multilingual students at ICO, MCA planned a series of one-hour workshops to teach common exam phrases in Spanish and Chinese (Cantonese and Mandarin) that students can use in the clinic and after graduation as optometrists. The initiative began with weekly Spanish and Chinese sessions for three to

four weeks in the summer. Several sessions have been held since then, primarily focusing on Spanish, although MCA is working to put together another Chinese session. Each session is taught by a bilingual student, and there are handouts of popular words and phrases for participants to take with them.

"A patient feels more comfortable if something is done in their own language," says Rebecca Zoltoski, PhD, associate professor of biological sciences and the MCA faculty advisor. "Students are seeing more patients speaking something other than English, and the student feels more comfortable if they can make that connection."

Melting Pot

As any visitor to the Eye Institute can attest, the area around the clinic and ICO is a diverse mix of languages. A 2006-2008 U.S. Census Bureau report found about 28 percent of the population near ICO is Hispanic or

Blur at a distance
Blur at near
Double vision
Computer strain
Headache
Glaucoma
Lazy eye
Red eyes
Flashes/spots
Tears/discharge
Eye Pain/discomfort
Itching
Broken glasses
Contact lenses

Borroso a la distancia
Borroso de cerca
Vision doble
Fatiga ocular por computadora
Dolor de cabeza
Glaucoma
Ambliopia (ojos vagos)
Ojos rojos
Destellos/Manchas
Lagrimeo/Supuración; laganas
Dolor en el ojo/molestia
Picazón/comezón
Anteojos rotos/lentes
Lentes de contacto

"It would be helpful if we know so many words to speed up the examination," she says. "Not being able to speak the patient's language will prolong the examination time and it will be slower."

Yeh has already used the words she picked up at the Spanish and Cantonese sessions. She was able to communicate in Spanish a bit when she traveled to Honduras this winter for a trip sponsored by Student Volunteers in Optometric Service to Humanity. She used the Cantonese for a patient at IEI.

"It went better than I expected," she says. "I can't speak perfectly, but I was able to give simple instructions."

Kent Daum, OD, MS, PhD, vice president and dean for academic affairs, took the summer Spanish class so he could better communicate with the diverse patients who come to the Sidney Hillman Centre for care. His wife, Kathy Daum, also attended for assistance in her volunteer work for ICO's Vision of Hope Health Alliance.

Daum says both he and his wife had forgotten much of their high school Spanish, and they also appreciated that the class taught vision-related terms.

"I had a book that I studied and AOA has a handout, so I could labor through things. But this just made me a little less laborious," he says. "I'm still pretty pathetic. I tell patients I speak Spanish *un poquito* (a little bit). They smile when I am done because it's true."

Buenos Dias, Class

Third-year student and MCA Treasurer Mary Burgos taught the first Spanish workshop last summer, and was shocked to see 20 participants in the room. Burgos has been speaking Spanish since high school, and later did a six-month study program in Mexico. When she decided to become an optometrist, her father reminded her that knowing Spanish would be a good way to communicate with patients.

"There's definitely a need for Spanish-speaking optometrists," she says. "There is a large number of Hispanic

Latino, and 4.9 percent are Asian. What's more telling is that 35.5 percent report speaking a language other than English at home. Those numbers represent a slight increase from the 2000 Census figures. At ICO, there are 17 languages, plus sign language, represented in the current student body.

These statistics are no surprise to Annie Yeh, president of MCA, who helped establish the multilingual workshops. She says the idea for the classes came up last year when she and her classmates noted the significant number of non-English speaking patients. That meant the students had to conduct the exam via a child or another family member brought along to translate, or the student would have to call for a translator. Sometimes that meant an hour delay in getting the exam.

Students are seeing more patients speaking something other than English, and the student feels more comfortable if they can make that connection.

people and it's hard to learn a new language, so if they can find someone who speaks their language and they can communicate with the doctor directly, then that's a good thing."

She started out teaching the basics of Spanish verbs, numbers – but realized quickly she needed to change course.

"I found that people weren't really interested in basics. They really wanted to learn and memorize phrases that are useful in an eye exam," she says. "Most people don't want to learn the entire language. They are just looking to learn phrases that will get them through, such as 'What brings you in today?' and 'How long have you had your glasses?'"

For the fall and winter sessions, MCA partnered with the ICO chapter of the National Optometric Student Association, an organization dedicated to advancing optometric health for minorities as well as increasing the number of minority optometrists. About 90 people came to the fall session "How to Conduct an Optometric Exam in Spanish," and about 20 came to the winter session.

We work to improve primary optometric care services by emphasizing the importance of serving humanity,"

says NOSA President Karina Nikogosian. "As a medical professional, I believe it is important to learn multiple languages in order to overcome some of the communication barriers existing between doctors and patients who are unable to speak English."

Marilyn Zuniga, who presented the NOSA Spanish workshops, says doing a workshop specifically on how to conduct an eye exam gives attendees skills they can use right away for better patient care.

"We decided to present workshops to help students perform a comprehensive eye exam and case history in Spanish to help lower communication barriers, and in doing so, improve patient comprehension to obtain more accurate test results," she says.

Despite being bilingual, Burgos still knows what it feels like to not be able to talk to a patient.

"I had a situation where there was someone who didn't speak English – they spoke Chinese – and it was unusual for me to be in that situation. It was frustrating," she says. "If it's a complicated case, it can be very difficult, frustrating and time-consuming. I can't even imagine if you had to share difficult information." ☐

Other Resources

American Optometric Association www.aoa.org (the organization has a patient Web site in Spanish, as well as clinical resources in Spanish for AOA members).

Medical Spanish iPhone app
<http://www.medicalspanishapp.com/>

The Cross Cultural Health Care Program
www.xculture.org, which has resources for learning a new language as well as tips on working with interpreters.

What is your reason for today's eye exam?

Por que vino a examinarse los ojos hoy?

When was your last eye exam?

Cuando fue su ultimo examen de los ojos?

How old are your current glasses?

Hace cuanto tiempo que usa sus lentes?

How old are you? What is your date of birth?

Cuantos anos tiene? Cual es su fecha de nacimiento?

How old are your current glasses?

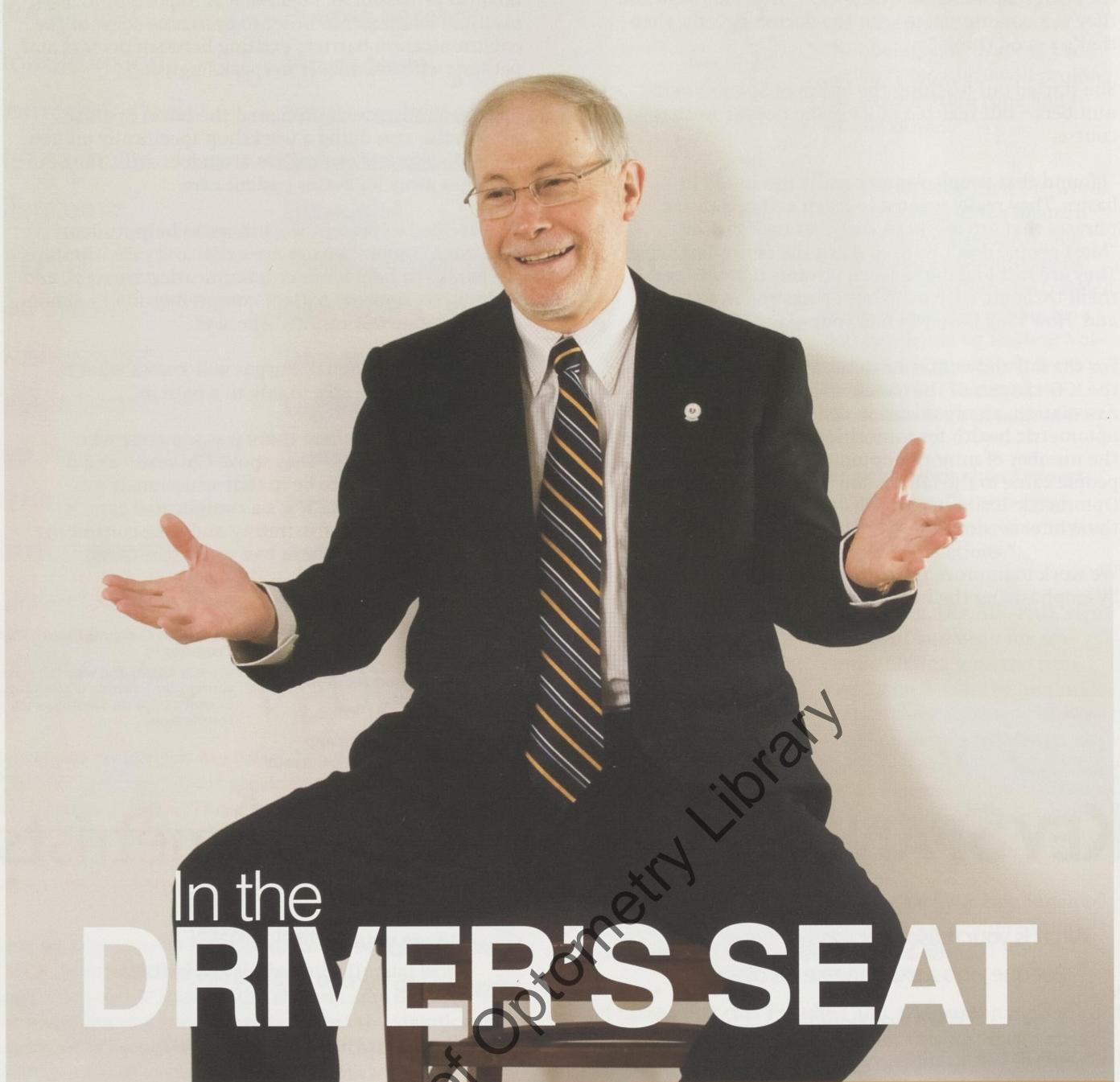
Hace cuanto tiempo que usa sus lentes?

What type of contacts do you wear?

Hard, soft, disposable, other?

Que tipo de lentes de contacto usa usted? Duros, suaves, desechables, otros?

I only speak a little bit of Spanish.
Solo hablo un poco de Espanol.



In the **DRIVER'S SEAT**

Charles Harrill, OD '74, Steers Alumni Council Toward New Strategic Plan

UP CLOSE

BORN in Charlotte, N.C.

MARRIED TO JEAN-MEREDITH ALRICH FOR 33 YEARS

UNDERGRADUATE DEGREE FROM
UNC-CHAPEL HILL, A.B., 1969

GRADUATED FROM ICO IN 1974, B.S. AND O.D.

CURRENT PRACTICE IS SOLO GENERAL PRACTICE IN
MECHANICSVILLE, VA.

FAVORITES

CAR: SAAB

RESTAURANT: McCORMICK & SCHMICK'S

FOOD: EVERYTHING EXCEPT HOT DOGS!

MOVIE: "ANIMAL HOUSE"
(I NEVER WATCH MOVIES, SAD ISN'T IT?)

SONG/MUSIC: CROSBY, STILLS & NASH

VACATION SPOT: COROLLA, N.C.

BOOK OR AUTHOR: *AN ORPHAN'S SAFE HAVEN* BY JAMES L. TEETER

INDULGENCE: WORKING ON MY VINTAGE SAABS

Dr. Charles Harrill, OD '74, is this year's president of the ICO Alumni Council, the leadership arm of the Alumni Association. Dr. Harrill recently shared some of his ideas for the council and the school with *ICO Matters*.

ICO Matters: As the Alumni Council president, what is the first item on your list of priorities?

Charles Harrill: My first goal would be to attempt to increase alumni participation/attendance at Alumni Weekend at ICO as well as ICO receptions at local, state, regional and national optometric meetings.

IM: What is the mission of the Alumni Association? What do you hope to do throughout your tenure to support that mission?

CH: The mission of the Alumni Association is to foster current and future alumni relations to support the mission of ICO. During my tenure, I will be working on implementing our recently developed strategic plan:

- A. Promote the profession of optometry/ICO to potential students through an alumni mentor program.
- B. Promote leadership opportunities to students/alumni by recognizing achievements of alumni.
- C. Foster relationships among students/alumni and ICO through ICO exhibit booths.
- D. Develop non-fiscal opportunities for alumni participation, beginning with regional meetings.
- E. Provide alumni e-mail service and a Web site with resources such as practice management advice.
- F. Encourage alumni to support ICO financially.

IM: Were you involved in any leadership roles as a student at ICO? What other leadership roles have you held during your career?

CH: I was not involved in any leadership roles while I was a student at ICO.

I have served in all officer positions for the Richmond Optometric Society, Virginia Optometric Association, Virginia Academy of Optometry, as well as the Virginia Board of Optometry. In my community I have served in all officer positions for the Mechanicsville Jaycees (excluding president), Mechanicsville Rotary Club, Mechanicsville Kuritan Club, Mechanicsville Businessmen's Association, and various positions/committees at my church, including deacon.

IM: What do you think are the most pressing concerns of optometrists today? What can ICO do to offer solutions to these issues?

CH: The most pressing concerns of optometrists today are inclusion in federal health care legislation, uniformity of scope of practice in all 50 states, and for new graduates,

defraying the student debt load incurred during optometry school.

ICO can assist students by encouraging their involvement in the American Optometry Student Association or other optometric professional organizations. Through this involvement, a broad range of political/legislative agendas can be accomplished. Similarly, ICO can encourage its graduates to pursue affiliation with the AOA and other professional organizations to accomplish our legislative initiatives.

By controlling tuition costs, ICO can help lower the debt load incurred during enrollment.

IM: What advice do you have for someone just starting out in practice?

CH: The most important thing is to stay involved in your professional organizations. You should also become involved in leadership roles in civic organizations to give back to your community.

IM: Why do you support ICO and why do you think it is important for others to support the college?

CH: I would not have the quality of life and opportunities that I have had, had it not been for the foundation provided by ICO. Alumni should be willing to contribute to ICO to ensure the quality of education is maintained at the highest level, and costs are controlled to allow more students the opportunity to receive an ICO education. 

ALUMNI COUNCIL

PRESIDENT
Charles W. Harrill,
OD '74

VICE PRESIDENT
Dominick Maino,
OD '78, MED

SECRETARY/TREASURER
Jeffrey R. Varanelli,
OD '98, FAAO

**IMMEDIATE PAST
PRESIDENT**
Mamie Chan,
OD '00

Nicholas Colatrella,
OD '96, FAAO

Pamela A. Lowe,
OD '88, FAAO

Andrea McCann,
OD '04, FAAO

Bill M. Park,
OD '77

Patricia Perez Vorona,
OD '03

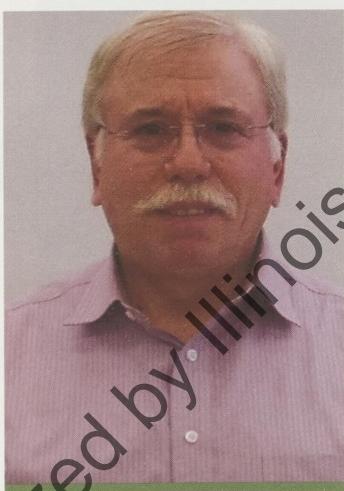
**STUDENT
REPRESENTATIVES**
Erik Mothersbaugh

Nick Blasco

The Path from

Optometrist to Novelist

"We write what we know and see in our daily lives," he says. "Yet, all of the characters are fictional composites of everyone I have ever met in my life, good and bad."



More than three decades after graduating from ICO, Bruce Portnoy, OD, '73 decided it was time to pursue his second passion: writing a novel. So he sold his optometric practice in Buffalo Grove, Ill., and cut back to seeing patients three days per week. The rest of the time he spent researching, writing, rewriting and then finally publishing his first book, *The Other Side of Dr. Wolf*.

The novel, published through iUniverse in September 2009, is a geo-political thriller that takes readers from Chicago to the Middle East. The plot involves a suburban Chicago mom and teacher, Abbie Wolf, who is inadvertently drawn into a Middle Eastern nuclear terror plot, causing devastating consequences to her family. Her optometrist husband, Jon, and a retired FBI agent of Palestinian descent work against the clock to uncover the reason Abbie Wolf was targeted and to try and stop a plan that will unleash nuclear terror against unsuspecting Muslims, Christians and Jews.

"My inspiration was the perpetually unresolved mess in the Middle East and how I am seeing a resurgence of anti-Semitism cloaked in the more acceptable anti-Israel rhetoric," Portnoy says.

He has been interested in Middle Eastern politics for many years. Prior to becoming an optometrist, Dr. Portnoy worked for two U.S. government agencies. He also has written several articles about the failed attempts at peace in the region.

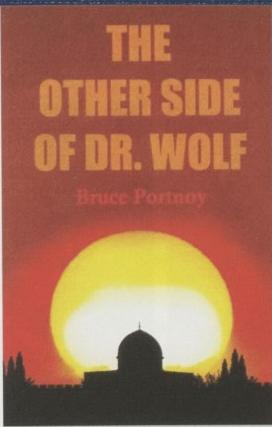
"We write what we know and see in our daily lives," he says. "Yet, all of the characters are fictional composites of everyone I have ever met in my life, good and bad, and the situations are all embellished in fiction, as well." Portnoy graduated from ICO in 1973 and opened his practice shortly after that. He says his wife, Linda, was supportive of his idea to sell the practice to concentrate on writing, as were many friends and colleagues. His novel got an added boost of publicity after articles appeared in suburban editions of the Chicago Tribune and Pioneer Press.

"I have been very impressed with the supportive e-mail I receive from former high school and college chums, as well as fellow optometrists," he says. "Maybe my example will push others to follow their dreams before it is too late!"

But despite broadening his resume to include author and occasional substitute high school teacher, Portnoy says he is not giving up his optometry career.

"I always have and will maintain a part-time connection with optometry," he says. "I left room for a sequel. However, I want to get back into the real world for a while."

For more information, visit
<http://theothersideofdrwolf.com>.



Here is an excerpt from *The Other Side of Dr. Wolf* by Bruce Portnoy, OD. For more information, visit <http://theothersideofdr-wolf.com>.

A military attaché unexpectedly entered and Menachim translated his Hebrew for my benefit.

"Aberdam found out your identity. However, he does not know if you were killed when the terrorist medical facility in which you were being treated, exploded. A reward of ten million dollars in United States currency is payable upon your recapture or physical proof of your death, including D.N.A. identifiable vital body parts."

"Only ten million dollars, is that all I am worth? What happens next?" I questioned.

Disregarding my attempt at humor, 'M' continued, "First, we'll arrange to get your fingerprints altered and then assign you a new identity. How does the name Robert Simon sound? For a career choice, let's consider a research biologist's assistant, or something on that order."

I chuckled, "You would pick something boring."

"My friend that's exactly the type of work a good witness protection program seeks out. You might be surprised at your opportunities. Now, I have other matters to go over with you."

Assured we were alone, Menachim relayed details of the counter terrorist "Escaping the Abyss" operation. "Initially, we were able to gain access to the suspect areas beneath Jerusalem's Temple Mount, without being compromised. Utilizing the flexible tubing we had discussed, the heavily salinated water transported from the Dead Sea was injected into the caverns, successfully flooding a large number

of them. Simultaneously, a mixture of an inert gas combined with a short acting nerve agent was pumped into the rest, diluting breathable oxygen. All appeared to be going well until an alarm was sounded and armed Arab guards entered the higher levels, firing their weapons wildly. Within minutes the shooting ceased, as the gunmen lost consciousness.

"In several remote areas within the tunnel complex, not accessible to the gas or flooding, we electronically detected explosive triggers. Fortunately, they were situated amongst smaller numbers of the graphite encased, enriched fissionable nuclear material. Units of our Special Forces were dispatched and broke through to those sections. They radioed back fierce hand-to-hand fighting cost many lives on both sides. That said; there was one narrow tunnel that could not be secured and its contents were detonated. Thank God, there wasn't an uncontrolled nuclear reaction."

Hesitating, Menachim took a drink of my water before continuing, "The explosion was sufficient enough to weaken the support structures of the Temple Mount, and radioactive dust clouds leaked from resultant surface openings. We had no choice but to relocate the surrounding mixed population of Arabs, Christians, and Jews. Palestinian leaders immediately began spinning a fabricated story that the whole nuclear set-up was planned and carried out by the Israelis." ☐

Illinois Eye Institute Web Site Gets a Makeover

With new tabs and features, the new site is a great resource for patients and referring doctors alike.



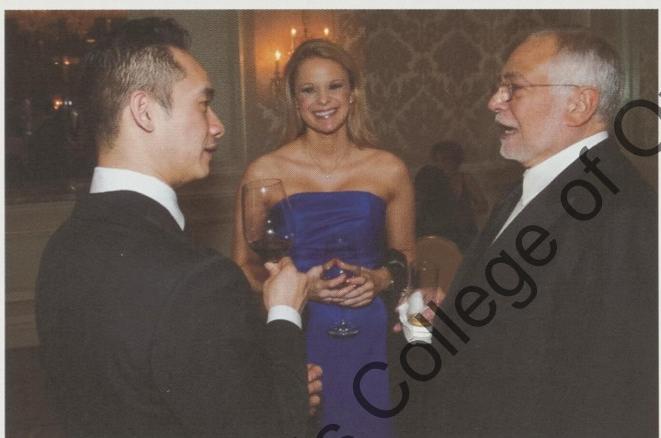
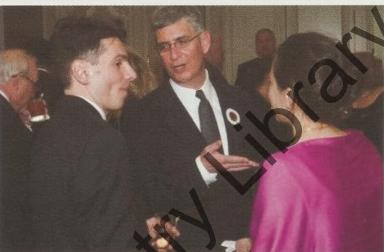
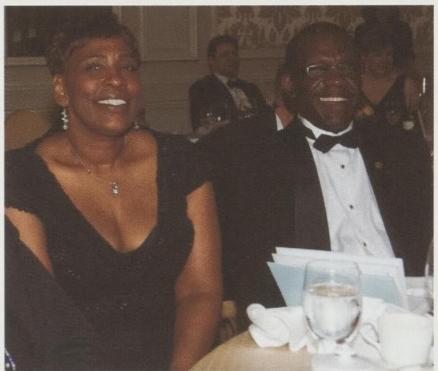
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INSTITUTE

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2010 Visionary Award Recipient

"I AM A TRUE BELIEVER IN ACCESS TO HEALTH CARE"

ILLINOIS REP. SARA FEIGENHOLTZ

Illinois Rep. Sara Feigenholtz knows exactly what it feels like to need vision care and not have the insurance or money to pay for it. As a student at Northeastern Illinois University in the 1970s, it was obvious she needed an eye exam and probably glasses or contacts, but she had very little means to pay for it.

A friend suggested she go to the Illinois Eye Institute, where Feigenholtz got the exam she needed and received her first pair of contact lenses at little cost.

That same visit to IEI also established a relationship between the Chicago Democrat and the Eye Institute that has spanned more than 30 years. During her time in office, Feigenholtz has been an advocate for comprehensive health care, including optometric care. That dedication earned her the 2010 Visionary Award, presented at the Illinois Eye Institute Foundation's Second Annual Gala on March 13. Funds raised at the gala benefit the charitable services and programs of the Illinois Eye Institute.

"I am a true believer in access to health care," Feigenholtz said in an interview with ICO Matters prior to receiving her award. "When people are uninsured or underinsured, the need for health care, including vision care, does not go away."

Feigenholtz has a personal connection to vision care that goes beyond even her own need for it as a college student. Her mother, a physician, suffered from macular degeneration

that took a toll on her and her medical practice.

"Our family did our best to get her to work so she could continue to take care of her patients, which is what

community service program that provides comprehensive eye care to uninsured, low-income adults in Chicago. It also helps connect patients to primary health care providers when necessary.

Feigenholtz was instrumental in getting a \$250,000 state grant to get Vision of Hope up and running, Messner says.

"From the beginning, she was responsible for getting the Vision of Hope project kicked off in Illinois, along with (now-deceased) state Sen. Margaret Smith," Messner says. "As soon as we started the foundation, she was on my list as someone who needed to be recognized."

Next Steps

While health care discussions continue on the state and federal level, there is a tremendous need for the Illinois Eye Institute to continue providing vision care to the unemployed and underemployed in the Chicago area. Last year, IEI had more than 90,000 visits from a largely low-income, medically underserved patient population.

"It's our mission to take care of all individuals, regardless of their ability to pay," Messner says. "We've done a good job owning up to that, in large part through Sara Feigenholtz's efforts. She and I have talked at length about the continuation of the existing programs and launching new programs. Even with health care reform, it's still a matter of providing services to those in need." 



kept her going," she says. "It was then that I truly began to appreciate the gift of vision – and began to realize what life was like for those challenged with vision loss."

Recognizing Dedication

Leonard Messner, OD, vice president for patient care services/executive director of IEI, says the legislative relationship between IEI and Feigenholtz goes back more than a decade to the launch of Vision of Hope, the forerunner to today's Vision of Hope Health Alliance. The alliance is a

ILLINOIS COLLEGE of OPTOMETRY'S ALUMNI WEEKEND

August 27-29, 2010 • www.ico.edu

2010 Schedule of Events

All Alumni Are Welcome!

Hotel information: A block of rooms will be held until August 13th at InterContinental Chicago hotel located at 505 N. Michigan Avenue. To make reservations, call 800-235-4670 and identify yourself with the "Illinois College of Optometry Guest Room Block" to receive our special discounted rate of \$149 (main building) and \$179 (historic tower).

Friday, August 27, 2010

6:00 - 7:30 pm
Class Reunion and Alumni Awards Reception
Classes featured: 1945, 1950, 1955, 1960, 1965,
1975, 1980, 1985, 1990, 1995, 2000, 2005
Toledo Room, InterContinental Chicago

7:30 - 10:00 pm
Class Reunion and Alumni Awards Banquet
Renaissance Room, InterContinental Chicago

10:00 pm - 12:00 am
Alumni Hospitality Suite
Burnham Room, InterContinental Chicago

1945

1950

1955

1960

1965

1975

1980

1985

1990

1995

2000

2005

Saturday, August 28, 2010

Shuttle service is available to and from host hotel and campus.

8:30 - 10:00 am
50 Year Club Breakfast
Valencia Room, InterContinental Chicago
(By Invitation Only)

1:30 - 4:00 pm
Architectural Riverboat Tour or Chicago Trolley Tour
Transportation provided from campus.

2:00 - 5:00 pm
"Explore the 3rd Floor" Wine Tasting Open House
3rd Floor, ICO Campus

2:00 - 3:00 pm
AOA Health Care Update and Mini-Quizbowl
Lecture Center, ICO Campus

3:00 - 5:00 pm
Exhibitor and State Association Fair and Reception
Gym, ICO Campus

5:00 - 7:00 pm
Good Old-Fashioned "Blindspot"
Courtyard, ICO Campus

Sunday, August 29, 2010

Four hours of continuing education credit (non-tested) will be offered. All courses are COPE approved or pending.

7:00 - 8:00 am
Continental Breakfast and Sign-in
Lecture Center, ICO Campus

8:30 - 9:40 am
Smart Medicine for Your Eyes
Jeff Anshel, OD '75, FAAO

9:40 - 10:00 am
Refreshment Break

10:00 - 11:40 am
Pediatric and Binocular Cases Ages 0-99
Melissa K. Sigler, OD '00, FAAO

11:50 am - 1:00 pm
Campus Tours

Educational Programs sponsored in part by
Alcon Laboratories

Alcon®



Registration Form

Registration deadline is August 10th.

Also available online at www.ico.edu/alumni/alumniweekend2010

Name _____

Guest _____

Address _____
(Circle one: home/office)

City _____

State _____ Zip _____

Phone _____
(Circle one: home/office/cell)

Email _____

Class of _____

For additional information,
contact Connie Scavuzzo,
Director of Alumni Develop-
ment, at 312-949-7080 or
alumni@ico.edu

Registration Options:

Please submit your registration form
with payment by August 10th.

Register by Mail:

Illinois College of Optometry Attn:
Alumni Office

3241 S. Michigan Avenue
Chicago, IL 60616

Register by:

Phone: 312-949-7080

Fax: 312-949-7683

Online:

www.ico.edu/alumni/alumniweekend2010

Friday, August 27th

_____ Class Reunion and Alumni Awards Reception & Banquet
\$125.00 per person

OPPORTUNITY TO SPONSOR A STUDENT!

_____ Yes, I would like to sponsor a student to attend the
Class Reunion/Awards Banquet on August 27th, by adding
\$125.00 per sponsored student to my total payment.

Saturday, August 28th

_____ Architectural Riverboat Tour
\$35.00 per person

_____ Chicago Trolley Tour
\$35.00 per person

_____ "Explore the 3rd Floor" Wine Tasting Open House
Complimentary/No Charge

Saturday, August 28th (cont'd)

_____ AOA Health Care Update and Mini-Quizbowl
Complimentary/No Charge

_____ Exhibitor and State Association Fair and Reception
Complimentary/No Charge

_____ Good Old-Fashioned "Blindspot"
\$25.00 per person

Sunday, August 29th

_____ Four Hours of Continuing Education (non-tested)
\$50.00 Alumni/\$100.00 Non-Alumni

Donation to ICO Scholarship Fund

_____ I would like to include a donation to ICO to provide
scholarship funding for aspiring young doctors.

TOTAL PAYMENT DUE

Payment Options:

Check Enclosed:

Please make check payable to Illinois College of Optometry.

Check Pending:

I registered via fax and my check has been mailed.

Credit Card:

Visa MasterCard

Discover

AmEx

Card # _____

Exp. Date _____

Signature _____

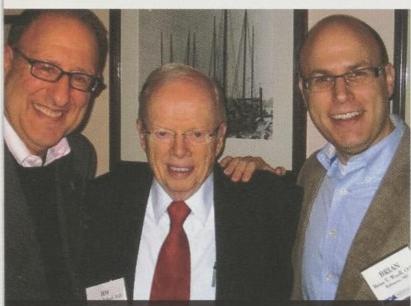
Date _____

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CLASS NOTES

1948

Thomas L. Turcott (NICO) was named into the Boyne City (Mich.) High School Alumni Hall of Fame. An Air Force Cadet Navigator, 2nd Lieutenant, he practiced optometry in Petoskey, Mich., until his retirement in 1985.



1960

Jim Poland (above), of Frostburg, Md., was voted lifetime member of the Maryland Optometric Association. He was nominated by Howard Woolf '67 (left). Also pictured Brian Woolf '99 (right).

1969

James Hartzell earned the "Triple Crown" by winning two U.S. Handball Championships and one World Handball Championship in 2009 for doubles competitors 65 and older.

1972

Richard S. Kattouf has been appointed to the editorial staff of two Latin and Central American journals, *Latino 2020* and *Latino-Ophthalmology Management*. He also serves on the editorial staff of three other optometric journals.

1974

Stanley A. Appelbaum, behavioral optometrist from Bethesda, Md., was profiled in the March 14, 2010, issue of the *New York Times Magazine*.

1976

Dennis Siemsen was awarded Optometrist of the Year by the Minnesota Optometric Association. Siemsen practices at the Mayo Clinic in Rochester, where he was the first optometrist to join the clinic.

1978

Dominick Maino was appointed by Bausch and Lomb to serve on its scientific advisory board.

1979

Robert Saidel, lifelong resident of Gouverneur, N.Y., received the VFW's Good Citizenship Award from VFW Post No. 6338 for his commitment and compassion toward others. Most notably, he developed a memorial garden that has gained regional attention for paying tribute to fallen soldiers.



1981

Sandra Block was awarded the 2009 F. Park Lewis, MD, Lifetime Achievement Award from Prevent Blindness America.

1983

Jeff Smith was appointed executive vice president and chief medical officer at HVHC, Inc. He is responsible for the development of strategic goals, objectives and plans for HVHC that directly impact clinical quality, patient care, quality management and relationships with ODs.

1987

Lisa and Roger Davis have been practicing in Winston-Salem, N.C., for the past 20 years. They have served as ICO preceptors/adjunct faculty for the past seven years and also train family medicine residents from Wake Forest University Medical School.

Col. Amy Walker recently retired as Medical Group Commander, 183rd Fighter Wing, Air National Guard. She served 14 years Active Duty Air Force and eight years in the Illinois Air National Guard. She is chief of

1980

Colonel James Chapman (left) Retired from the U.S. Air Force after 28 years of active duty service. He retired at Wilford Hall Medical Center, Lackland Air Force Base, Texas, where he served as the Optometry Flight Commander for the last 10 years.

Timothy McMahon has been named to the newly created position of associate director for clinical affairs at the University of Waterloo, School of Optometry. He also serves as optometrist-in-chief of the Waterloo Optometry Clinic System.

optometry services, Department of Ophthalmology, at University of Wisconsin-Madison.

1999

Brian Woolf, of Baltimore, was elected president of the Anne Arundel County Optometric Society.

2001

Janet Kim was recently promoted to Regional Director of Eye Care for S. California.

2005

Elizabeth Chen (Chu) was recently promoted regional director of Eye Care for San Francisco, Eye Exam of California.

Charles Rottinghaus has joined the staff of Kohake Deutscher & Hefner Optometrists in Topeka, Kan., as an associate doctor.

2006

Al Licup received the Nicholas Award from the Oak Park Development Corp. The award is named in honor of Robert E. Nicholas, a pioneer commercial developer in the early 1900s in downtown Oak Park, Ill.

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2007

Marjha Lanns was named Managing Optometrist of the Calumet City, Ill., LensCrafters.

Kelly Klein recently joined Eyesite in Ottawa, Ill., and Illinois Valley Eye Care in Spring Valley, Ill.

2003

Kirstin Rhinehart was named a partner in the practice of Lindsey Kintner, OD, and Charles Shearer, OD, located in Mishawaka, Ind. The practice was founded by Kenneth Kintner '37.

Sarah Ebeling was named managing optometrist of the Woodbury, Minn., LensCrafters.

Rob Goodwin was named managing optometrist of the Orland Park, Ill., LensCrafters.

SHARE

your news with ICO and your fellow alumni!

Please send your submissions to alumni@ico.edu or mail to:

Illinois College of Optometry,
Office of Alumni Development,
3241 S. Michigan Avenue,
Chicago, IL 60616.

NEW LEADERSHIP CIRCLE MEMBERS



David and Linda Rouse, both OD '92

Drs. David and Linda Rouse made the decision to become part of the Illinois College of Optometry Leadership Circle to give back to the school that has given them so much – personally and professionally. The two met as ICO students, then later married and had two daughters. At the same time, they moved to southeastern Florida and set up a successful optometric practice.

"We both felt a sense of obligation to give back to the profession and the insti-

tution that has given us so much," David Rouse says.

The Leadership Circle recognizes ICO's most generous benefactors — those individuals who support the college with annual gifts of \$1,000 or more. These gifts provide both unrestricted support for the college's operating budget as well as restricted support to fund capital improvements, student scholarship and community outreach initiatives.

Rouse says becoming an optometrist at ICO gave Linda and him skills they use every day. They both operate Rouse Family Eye Care in Weston, Fla., and Linda Rouse also is chief operations officer at NOVA Southeastern College.

"ICO gave me tools in professionalism and patient care," David Rouse says. "All optometrists can deliver high level care once they graduate, but the nature of the faculty is the little person inside me that makes me do the right things day to day. It's such a wide-ranging program that introduced me to the many levels of patient care. It allowed me to go into

private practice and be comfortable treating patients from pediatric up to geriatric."

For more information about joining the Leadership Circle, please contact Patricia de Maat at (312) 949-7071 or pdemaat@ico.edu.

NEWEST LEADERSHIP CIRCLE MEMBERS

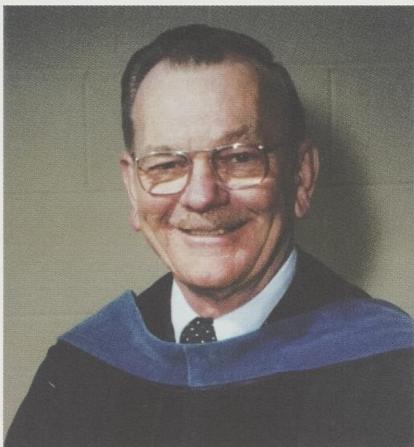
- Bryant Anderson
- Philip J. Hasler, OD
- Mrs. Thelma G. Hottel
- Gerald W. Kolk, OD
- Ronald A. Krefman, OD
- Stanley Mestman, OD
- Drs. David and Linda Rouse
- Sharon Uher
- Larry Van Daalen, OD
- Amy L. Walker, OD
- James C. Walter, OD
- Lorne A. Wolch, OD

IN MEMORIAM

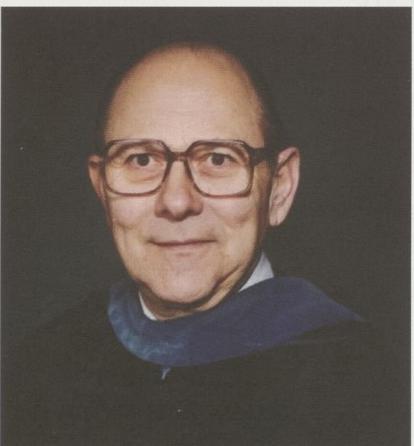
FREDERICK KUSHNER, OD, AND CLARENCE "CK" KIMBALL HILL, OD

By JENNI GASTER SOKO

ICO recently mourned the loss of two distinguished optometrists who joined forces almost 50 years ago to increase enrollment and financial support for the school: Frederick Kushner, OD, NICO '46 and Clarence "CK" Kimball Hill, OD, NICO '49. At one time, the lives of these two accomplished men crossed paths and, as a result, ICO experienced increased student enrollment and a rise in support from its alumni.



Clarence Kimball Hill, OD, NICO '49



Frederick Kushner, OD, NICO '46

Their partnership began in 1956, when Dr. Kushner was appointed president of ICO's Alumni Association. As part of this position, he kept alumni updated on the goings-on of other alumni and encouraged them to get involved in student recruitment and work together to set up scholarships for ICO students. He worked for several years trying to unite alumni, and those efforts paid off in a big way. In 1961, ICO saw 80 new enrollees for the fall session and an additional 89 students enrolled in 1962.

According to *Optometry in America*,

Dr. Kushner had help in his efforts from Dr. Hill, who proved to be a champion alumni fund-raiser. In 1961, Dr. Hill converted one room in his home into an ICO alumni office. Together, the two doctors planned a major fund-raising drive, asking each alumnus to authorize his or her optical supplier to add \$10 monthly to the practice's bill and send that money to the alumni office. Hill also spent three years assembling ICO's first alumni roster.

"Both Drs. Kushner and Hill lovingly served decades on behalf of ICO," said ICO president Arol Augsburger, OD. "I remember visiting with them both several times. Dr.

Kushner's home was filled with ICO news clippings and awards, and he always had amazing stories about his escape from Nazi-held Europe. Dr. Hill was a faithful Rotarian who also owned and operated a travel agency that provided ICO with cost-effective travel services for many years."

Drs. Kushner and Hill are both members of the Lifetime Giving Societies Honor Roll. Dr. Hill was in ICO's Founder's Club and generously provided for ICO in his estate. Dr. Kushner was a member of ICO's Benefactor's club.

"Both Drs. Kushner and Hill lovingly served decades on behalf of ICO."

ICO PRESIDENT AROL AUGSBURGER, OD

Dr. Kushner, 94, died Sept. 8, 2009. He was born in Vienna, Austria. He served as the Northern Illinois College of Optometry's (NICO) dean from 1950 until 1955, when NICO and the Chicago College of Optometry merged to form the Illinois College of Optometry. Dr. Kushner went into private practice in Sheldon, Iowa, and later served as chairman of ICO's board of trustees. He was president of the Iowa Optometric Association and a 50-year member of Kiwanis, at one time serving as its president in Iowa.

Dr. Hill, 91, died Jan. 13, 2010. He was born in Defiance, Ohio. As a young man, he was drafted into the U.S. Marine Corps and served honorably in the Pacific Theater of World War II, seeing action in Okinawa. Upon completion of his military service, he attended and graduated from ICO, where he also served on the board of directors for many years. Dr. Hill had an optometry practice in Toledo, Ohio, for more than 25 years and then retired to San Diego, where he ran a travel business until 2004. Dr. Hill was very active in the communities he lived in and believed in supporting local businesses. He was a Master Mason for 63 years, a Scottish Rite Mason and a Noble of the Zenobia Shrine. He was a life member of the American Legion and the Veterans of Foreign Wars.

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1938

Kenneth A. Schulte, NICO, age 93.

1940

George W. Ticknor, NICO, of St. Joseph, Mich., Dec. 2, 2009, at age 92. After practicing with his brother Robert in downtown St. Joe and Hartford for more than 50 years, Dr. Ticknor enjoyed a long retirement of golf, travel and cheering for the Cubs.

1943

Fred Emerson, NICO, of Pomona, Calif.

Alfred Sachs, NICO, of Pompano Beach, Fla., March 20, 2010

1946

Paul J. Helms, NICO, of Monroe, N.C., Jan. 25, 2010. He was a longtime trustee of Wingate University and was awarded a lifetime honorary trustee in 1993. He was also a member of the Monroe Rotary Club for 64 years.

1947

Paul J. France, NICO, Feb 13, 2010. He lived in Tiffin, Ohio, for 78 years and practiced there for more than 55 years before retiring and relocating to Sun City, Ariz. He was also a WWII veteran, having served in the Naval Armed Services.

1948

Philip E. Horrel, NICO, of Williamsburg, Iowa. He served with the Army Air Corps during WWII and practiced optometry until his retire-

ment in 1989. He devoted his career to working with VOSH/International, going on numerous mission trips with his wife Thelma to help the needy in less economically developed countries.

Daniel Spankowski, NICO, of Greenfield, Wis.

Owen Tommerraasen, NICO, of Madison, S.D., Aug. 11, 2009.

Kenneth J. Walker, NICO, of Grand Island, Neb., Sept. 11, 2009.

John H. "Jack" Wilmes, NICO, of Lincoln, Neb. He served in the 15th Army Air Corps Division during WWII. He was active in the community, serving as commander of the American Legion Post and the VFW.

1949

William G. Bickers, NICO, of Columbus, Ind., April 5, 2010.

Jack R. Caldwell, NICO, of Las Cruces, N.M., Nov. 25, 2009. Dr. Caldwell was a pilot in the Army Air Corps during WWII, flying B-24 and B-29 bombers.

Burton F. Ersler, NICO, of Milwaukee, October 23, 2009.

Frank Godbold, Jr., NICO, of South Boston, Va., Nov. 27, 2009. He served in the U.S. Army from 1942-46 in Hawaii and Japan during WWII. He was active in many community and professional organizations and served as a deacon and elder of the First Presbyterian Church in South Boston.

Sol A. Goldberg, NICO, of Tempe, Ariz., February 27, 2010.

Jack R. Moss, of Corydon, Ind.

Sol J. Rocke, NICO, of Hazel Crest, Ill., April 16, 2010, at age 90. Dr. Rocke, in conjunction with Gary Blackman, OD, founded VOSH - Illinois in the 1970s. ICO estimates that organization has led to the care of thousands of people worldwide.

Paul W. Thielking, NICO, of Des Moines, Iowa

1950

Dale J. Haugan, NICO, of Sioux Falls, S.D., Aug. 30, 2009.

Philip A. Lenoue, Sr., NICO, of Spokane, Wash., March 10, 2009.

Vernon P. Smebak, NICO, of Watertown, Wis., March 29, 2010. He was a veteran of World War II, where he was stationed in France.

1951

Walter Elfman, CCO, of Wolma, Penn.

1954

John J. Lyons, CCO, of Sterling Heights, Mich., April 10, 2010.

James Strieter, CCO, of Collinsville, Ill., March 24, 2010. A nationally renowned expert on contact lenses and leader in the profession, Dr. Strieter was honored as Optometrist of the Year by the Illinois Optometric Association in 1975.

1955

Peter M. Gibbons, CCO, of Grand Rapids, Mich., Nov. 24, 2009.

1956

Stanley Dushman, of Northbrook, Ill., Nov. 21, 2009.

1969

Keith P. Winter, of Slayton, Minn., April 1, 2010. He practiced in Slayton for 40 years and was a leader in his community, serving as a member of the city council for 10 years and mayor for four years.

1977

Bruce A. Peck, of Frankfort, Ill., Jan. 23, 2010.

1989

Dean A. Sousa, of Washington, Mich., May 23, 2008.

2002

Jeffrey Ma, of Vancouver, BC., Feb. 8, 2010.

A SECOND LOOK

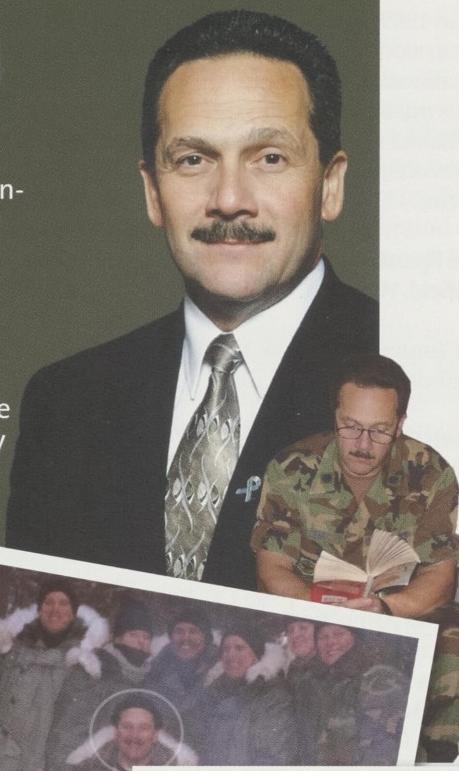
Steve A. Leon

WHAT YOU DO: Independent Private Optometric Practice in Villa Grove, Ill., & Lieutenant Colonel, 182nd Airlift Wing, Peoria, Ill.

WHERE YOU LIVE: PHILO, ILL.

FAMILY LIFE: Wife, Pam (37 years)
Three Daughters, Heather, Jaime and Stephanie
Three Grandchildren: Matthew, Reese and Riley

ICO CLASS OF: 1980;
Recipient of Distinguished ICO
Alumni, 2009; Member of Presi-
dent's Club



THEN

When and how did you decide to pursue a career in optometry?

In the early 60's on one of many summer vacations, I was sitting in the front seat talking with my father, who was a graduate of Monroe College of Optometry. We were discussing how rewarding optometry was to him and how great the profession is. From then on, it seemed as if optometry was the only thing I had on my mind to do.

Why did you choose ICO?

I wanted to attend the same school my father attended, even though it was called Monroe College at that time. There was such a rich heritage attached to ICO and I wanted to be part of it.

What was your best memory of your time at ICO?

I have many fond memories that took with me as I departed ICO, one being the camaraderie of the other students. Many friendships were formed then and are still kept today. Going on a humanitarian trip to the Appalachian Mountains was rewarding, as was a VOSH trip my fourth year to Guatemala.

Which faculty member influenced you the most, and why?

Dr. Tennant was everyone's favorite. He was one of my father's teachers also. He had a way about him that you couldn't help but learn from him. He was soft-spoken and to the point. He not only cared for you the student, but also you the person. Dr. Tennant was one of many who left an everlasting mark on me, as did Drs. Hodur, Maino, Schlange and Gardner, just to name a few. They all wanted to help you not only become a great clinician but also an optometrist who really cares for patients.



community theater
1981



NOW

What did you do right after graduation?

I started working with my father in the practice he started in 1949. He retired at the age of 79 in 2002, and I have remained in the same practice to this day.

What kind of work do you do now?

I have a solo practice and do general / medical optometry. I am also a lieutenant colonel in the Illinois Air National Guard, serving as the base optometrist at the 182nd Airlift Wing in Peoria.

Do you participate in any activities outside work?

I enjoy riding my motorcycle and being a "gearhead," working on and building cars. I am presently finishing a 1958 Chevy Fleetside streetrod project.

What has been the biggest change at ICO since your time as a student?

I have visited the ICO campus many times since graduation. WOW! The school is very impressive. Those alumni who graduated around the time I did and have not visited the school really need to take a trip there. They would love what has been done with the old lecture halls. What a great environment to learn in! Technology has changed, and ICO has been a front runner and kept up with all of the changes.

Looking back, how did choosing ICO for your education influence the rest of your career?

ICO had top-notch instructors then and they continue to have the best today. The education they gave us was of course very important, but the most important aspect of what was instilled in me was how to treat your patients. Don't look at the patient sitting in your chair as another number and think "How many numbers can I crank out today?" Look at them as an individual who needs your undivided attention and give 100 percent of your time and knowledge to help them.

What advice do you have for this year's graduating class at ICO?

To those fourth-year students graduating this year, I say to you: "Take everything you have learned these past four years and go out and be the best eye care provider you can be." ☐



Alumni Council
Member

Calling all
SUPER ALUMNI

Nominate a **SUPER** alumni council member today!

We're looking for candidates with lots of ideas and energy who will proudly represent ICO's Alumni Association. As you think about all of your friends and former classmates, the ideal candidate is someone that is supportive of the College and will be able to give some time to ICO's Alumni Council.

Time is running out, submit your nomination by July 1, 2010 to alumni@ico.edu or to Connie Scayuzzo at ICO, 3241 S. Michigan Ave., Chicago, IL 60616.

Please submit your nominations by August 1, 2010



ILLINOIS COLLEGE
of OPTOMETRY

Alumni Association



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www.ico.edu

DATEBOOK

JULY

July 25-26
Continuing Education Program
16 hours (8 tested). Sponsored by Alcon.

AUGUST

August 11 -12
Faculty Retreat

August 13-15
First Year Orientation

August 16
First Day of Fall Quarter

August 27
Alumni Council Meeting

August 27-29
Alumni Weekend (details on pages 23-24)

SEPTEMBER

September 11
White Coat Ceremony

September 16-19
ICO Exhibit Booth
Illinois Optometric Association Convention
Springfield, IL

OCTOBER

October 15
Board of Trustees Annual Meeting

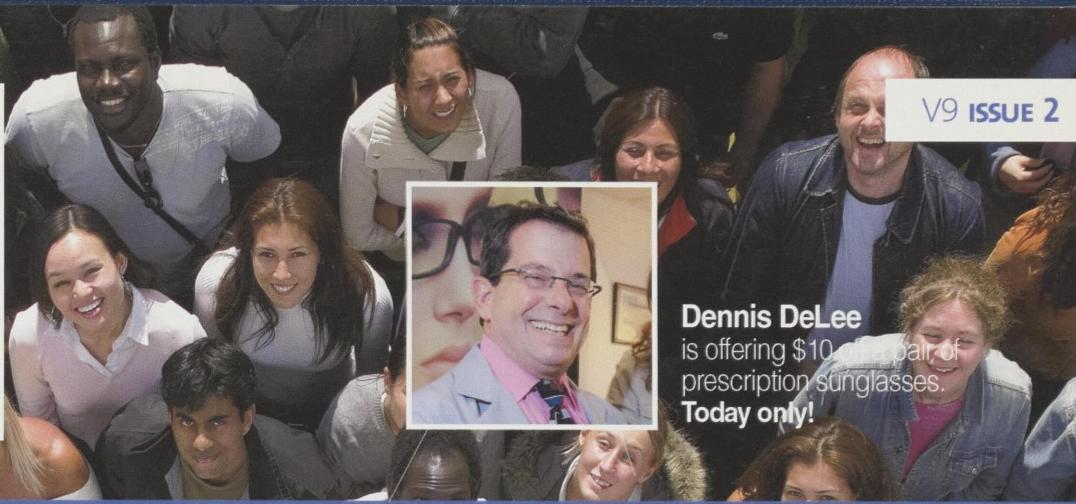
For complete CE schedule go to www.ico.edu or call (312)949-7429.

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DUP'

ICO MATTERS

V9 ISSUE 2



Dennis DeLee
is offering \$10 off a pair of
prescription sunglasses.
Today only!

See the Connection

PG. 10

PLUS

DR. ALFRED ROSENBLUM INDUCTED INTO
OPTOMETRY HALL OF FAME **14**

INSIDE THE ICO PRIVATE PRACTICE CLERKSHIP **16**
HIGHLIGHTS FROM 2010 ALUMNI WEEKEND **20**





WELCOME BACK



A tradition for more than 10 years, the ICOlympics had a great turnout of students competing in everything from a hot dog eating contest to tug of war. There was fierce competition, but good times were had by all. Congrats to ICO's Student Association for a great kick-off event and the Class of 2012 for winning the title!



photos by Jeff Chou



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Features

10	See the Connection	3
14	Honoring a Pioneer	4
16	On-the-Job Training	24
18	A Different Perspective	25
20	Celebrating Alumni Weekend	26

28
Back cover

Departments

- President's Message**
- IN FOCUS**
- Class Notes**
- Leadership Notes**
- In Memoriam**
- A Second Look**
- Datebook**



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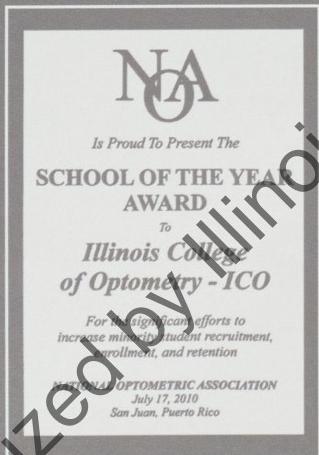
Contact *ICO Matters* at communications@ico.edu

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ICO is School of the Year!



The National Optometric Association (NOA) recently awarded its School of the Year Award to the Illinois College of Optometry at the 42nd NOA Convention in San Juan, Puerto Rico. ICO was specifically recognized for its "significant efforts to increase minority student recruitment, enrollment and retention."

Each year, the award is given to a school that supports NOA's mission to advance the visual health of minority populations. The selection is voted on by NOA members.

◆ ICO's Class of 2014 has the highest percentage of minority students of any class!



a message from the president

Joining the Technology Age

We live in an increasingly technological world. For those of us who grew up without a computer, a smart phone or an iPod, it can sometimes seem overwhelming. I have to confess, I don't really understand the new technology that has fostered social media like Facebook. However, I do know that our younger doctors and our current doctoral students fully embrace – and expect – such technology as a part of everyday living. The cover story in this issue of *ICO Matters* examines how ODs are using that new technology successfully.

We have some technology news of our own at the Illinois College of Optometry. ICO and the Illinois Eye Institute have decided to adopt and implement an electronic health record (EHR) system. Not only will the EHR be used to serve the 92,000 patients who visit the IEI each year, but it also will be used in ICO's pre-clinic training programs. This system will meet the new federal mandates for health care providers to implement state-of-the-art patient care technology systems. It is not inexpensive for a robust system like ICO/IEI requires. During the next two years, we will be committing \$1.3 million toward the EHR. We have designed the EHR to operate in such a way that we may be able to qualify for maximum benefit of government incentives for EHR adoption and meaningful use. You'll be reading more about this technology in an upcoming issue of *ICO Matters*.

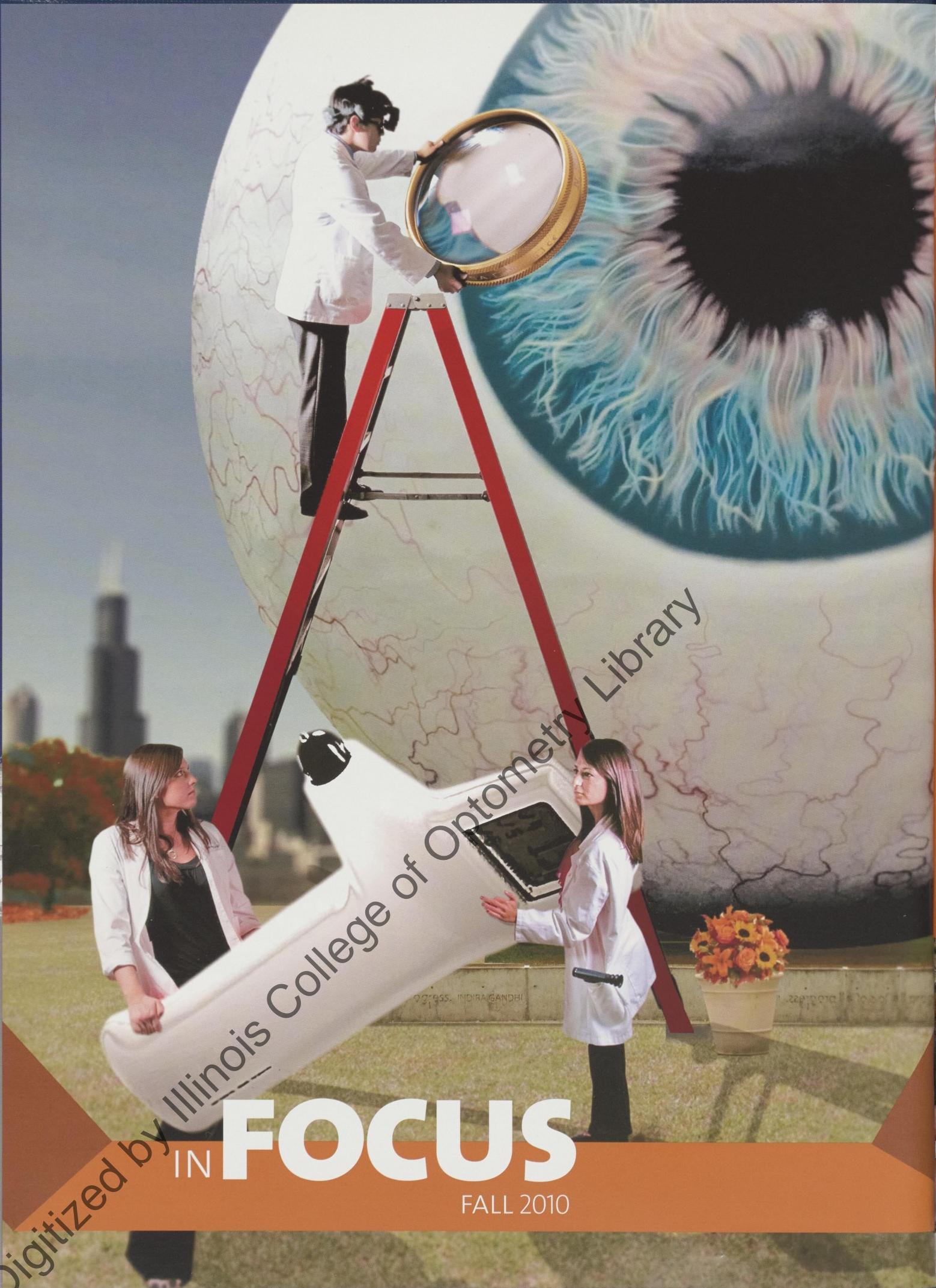
Technology is shaping our future, including optometric futures. We may choose to embrace it, or yearn for the good old days when we wrote with pen and paper. I choose to embrace it – even if I don't always understand it.

AROL AUGSBURGER, OD

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IN FOCUS

FALL 2010



Kids' Eye Health Expert Panel Comes to ICO

ICO had the honor recently of hosting the inaugural meeting of the National Center for Children's Vision and Eye Health National Expert Panel. Members of the panel (pictured below) provide recommendations toward the establishment of national guidelines for quality improvement strategies, vision screening and developing a continuum of children's vision and eye health. In addition, they serve as advisors to the Center as it pursues its core goal of developing and implementing a uniform strategy for universal screening of children from age 3 through starting school.

ICO faculty member Sandra Block OD '81, a member of the panel, said the meeting was educational and enlightening for all participants.

"This was an exciting opportunity to bring experts from many fields – including optometry, ophthalmology, pediatrics, public health, HRSA leadership and school health nursing – from all over the country to the campus," she said. "The day was a complete success due to the efforts of the many individuals from the ICO community who helped."

The National Center for Children's Vision and Eye Health, at Prevent Blindness America, is focused on achieving these three core elements:

- To provide national leadership in the development of best practices and guidelines for public health infrastructure, national vision screening guidelines, and statewide strategies that ensure early detection, vision screening, and a continuum of vision and eye health care for young children;
- Determine mechanisms for advancing state-based performance improvement systems, screening guidelines, and a mechanism for uniform data collection and reporting;
- To work in collaboration with five states – Illinois, Georgia, Massachusetts, North Carolina and Ohio – to develop and implement a statewide strategy for vision screening from age 3 through entrance into school, establish quality improvement strategies, and determine a mechanism for the improvement of data systems and reporting of children's vision and eye health services.



ICO LEADS INITIATIVE TO BUILD URBAN VISION MODEL

The lack of access to eye and vision care services for the under- and uninsured in Illinois is shocking. Only about 5 percent of eye care providers in Chicago accept Medicaid and/or uninsured patients, and optometric services are not billable at Federally Qualified Health Centers (FQHCs), which exist to provide underserved populations with primary healthcare services. Because there are limited options, ICO's clinical training facility – the Illinois Eye Institute – has become a community safety net for those who need eye and vision care services and do not have insurance or cannot afford to pay.

Because patient care for the underserved at the Illinois Eye Institute is currently at capacity, ICO has taken steps to design and implement a long-term, sustainable solution utilizing strategic partnerships with key community stakeholders. This solution would ultimately include optometric services as part of the primary health care model. ICO is leading the Chicago Vision Outreach initiative to develop an urban network of community-based eye and vision care to directly benefit underserved populations. The pilot program recently began at the Alivio Medical Center in the Pilsen neighborhood on Chicago's South Side. It will expand

soon to another FQHC, Erie Family Health Center in Humboldt Park. Additional participants are expected to come on board as the program rolls out.

This community-focused initiative, which will dramatically increase accessibility to eye care to many Chicago residents, is supported by \$350,000 in grant funding. This unprecedented investment also will be used to train ICO students how to address the diverse challenges of a patient population that desperately needs preventive eye care. This philosophy exemplifies ICO leadership within the health care community, where medical and dental schools are moving toward deploying students in community health centers to reach underserved patients.

There are a number of ICO administrators, faculty and staff involved in the development and oversight of the initiative, which will be of great benefit to ICO students for years to come. With many parts to the initiative, ICO is focusing first and foremost on getting eye and vision care added as a billable service at FQHCs, exploring patient care models using screening protocols, technicians, automated technology, telemedicine and volunteer doctors, and conducting research to ultimately inform future federal funding and policy initiatives to support the long-term sustainability of the project. Look for more information about the initiative in a future issue of *ICO Matters*.

Career Resources

10

tips
for a
successful interview

Whether it's your first professional interview or your 10th, almost everyone gets nervous when sitting across from someone scrutinizing you and your curriculum vitae (CV). You can't control the questions, but there are some things you can do to showcase your experience and skills – and ensure you have the best chance at whatever professional opportunity you are seeking. ICO Professional Career Development Counselor Tracy Faulkner offers these 10 tips for a successful interview. For more resources, visit ICO's new **Online Career Center** at www.ico.edu/careerservices.

1

Be confident in your experience

Even if this is one of your first interviews as an OD, take a moment and pat yourself on the back for all you have accomplished. You have an optometry degree from the finest optometric institution in the country. If this is a mid-career interview, be sure to take a moment and look back on what you've done so far, and be proud of your achievements.

2

Loosen up

Be yourself and allow your personality to shine. If it's a good fit, you will feel comfortable with the philosophies and/or needs of the hiring doctor. You'll know it's a good match.

3

Never ask about salary

Doctors who have posted ads with ICO tell us they don't like discussing salary in the early stages. Always wait until there has been some sort of commitment, callback and/or a signal of an offer being set in place.

4

Bring additional copies of your CV

sufficient, you can never be too certain or over-prepared. You also may be meeting with more than one doctor or hiring authority, particularly for high-level opportunities. Keep at least three copies of your CV with you at all times, including cover letter.

5

Thank you notes, and follow-up notes, are a must

It's important to take time after the interview to assess and reflect on the value of your experience. Follow up and thank the interviewer for taking time out of their busy schedule to speak with you, selecting you out of countless other applicants and to confirm your interest in the position. You also may want to touch on key pieces of the interview, such as common goals, ideas, concepts for practice or points that will be unique to you as a candidate.

Even if this is one of your first interviews as an OD, take a moment and pat yourself on the back for all you have accomplished.

6

Learn to observe

You are there to learn about the doctor, the business, the practice, the staff and the patients. Remember, this is your first meeting and you are being critiqued on how well you listen, assess, evaluate and interpret the information dispensed. Resist the urge to compare it to your current practice. You don't want to appear overambitious, too aggressive and/or overzealous.

7

Be positive

You don't want to say anything negative during an interview. Optometry is a very small, close and tight-knit community, and you don't know which of your colleagues the hiring doctor also knows.

8

Don't embellish

It's OK to have to research an issue or question and get back to the interviewer. It shows you are honest and that you are research-oriented. Nobody is expected to know everything, and the hiring doctor probably will be able to tell if you are embellishing an answer.

9

Know your business

You should have full command of the most current terminology and trends in the industry. If there is something you are not familiar with, research it. Consult your colleagues, professional publications and your mentors if you need assistance.

10

Bring references

Include references on a separate page at the end of the CV with names, addresses, phone numbers and e-mail information. Use only references you have contacted and who are willing to give you a good reference. Don't use anyone you've never worked with, who doesn't know you or remember you, or who doesn't think you are a good doctor.



Todd Zarwell, OD '99

Eyedock Puts Optometry Database Within Arm's Reach

Like many great ideas, Todd Zarwell, OD '99, found the inspiration for eyedock.com by asking the question, "Isn't there a better way to do this?"

Zarwell was working in a different clinic nearly every day and was frustrated about not having his list of contact lens parameters or conversion charts handy when he needed them. He had a computer at each site, though, and thought there should be something online with that information so he didn't have to have the paper materials with him at every location.

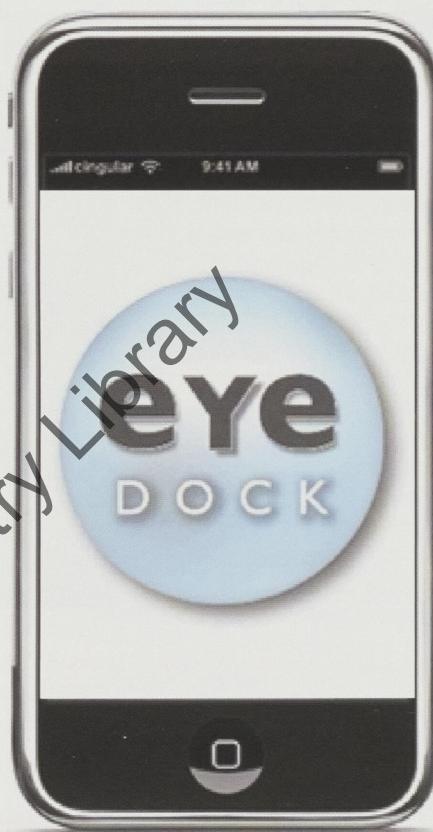
When he realized no such resource was readily available, the idea for eyedock.com was born. Zarwell taught himself Web programming and put together a database of contact lens information that has grown since 2003 to include information about 500 different kinds of contact lenses.

"If your patient needs certain parameters for contacts, you can enter the curvature, power, material – whatever your specific needs – and it will create a list of contacts that meet that criteria," he says. "All of us optometrists have maybe 10 to 12 lenses we work with a lot and are familiar with. The ones we have meet most of our patient demands, but sometimes things come up – you see a child with a high degree of farsightedness, for example. You can go to my site and search for a small diameter lens that treats a large amount of farsightedness."

He also collaborated with Brian Chou, OD, to design an eyedock database of topical ophthalmic medications, similar to the contact lens database, as well as online calculators for the site. Zarwell stresses that the site does not give any recommendations for lenses or medications, and it is meant for use by doctors only.

The site currently has about 1,500 subscribers, and Zarwell recently launched an iPhone app that brings the database right to the optometrist's iPhone, iPad or iPod Touch.

"I can thank social networking for building it up," he says. "At first the only people using it were myself and a few friends I had told about it. Eventually, I mentioned it on the optcomlist. It reached larger numbers and spread largely by word of mouth. At the time there were no other resources like this available. It all began with me wanting something like this and not being able to find it. I thought it should be out there."



A subscription to eyedock is \$43 per year; free to ICO students and faculty. For more information, visit www.eyedock.com.

GIVING BACK

ICO faculty and students took time to help out during the Special Olympics Illinois State Summer Games in Bloomington/Normal. During the Opening Eyes event, 12 optometrists, 14 Illinois College of Optometry students, 34 Lions Club members, two opticians, one optometric technician and three other volunteers helped assess the vision of 242 athletes. There were 135 pairs of eyewear prescribed and distributed! Essilor donated all lenses, Safilo donated frames and sunwear, and Liberty Optical donated sports goggles.

Participating ICO Faculty:

Christine Allison, OD

Rachael Beatty, OD

Sandra Block, OD

Kelly Frantz, OD

Helen Gabriel, OD

Geoffrey Goodfellow, OD

Stephanie Klemencic, OD

Ben Leishman, OD

Daniel Roberts, OD

Melissa Sigler, OD

Ruth Trachimowicz, OD

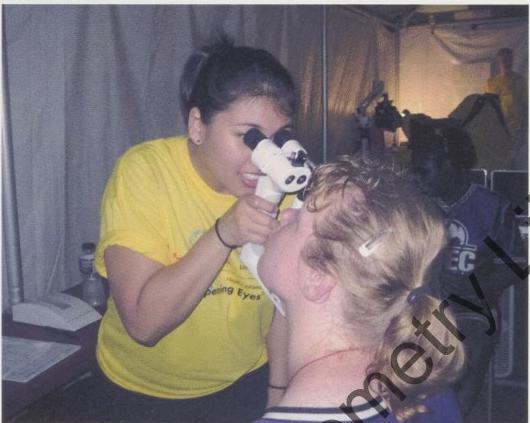
ICO Opticians and Optical Techs:

Cynthia Cunningham

Temetrice Rhea

VISIONWALK

► ICO's National Optometric Student Association and ICO Leo Club joined forces to form a team for the 5th Annual VisionWalk Chicago, benefiting the Foundation Fighting Blindness. The ICO team – Karina Nikogosian, Nilou Soltanian, Gloria Estrada, Adam Cooper and Jordan Moffett – was one of 67 teams that together raised more than \$250,000 to support the foundation. The mis-



IEI study needs your help

The Illinois Eye Institute has been selected as one of 20 clinical trial centers in the United States to investigate nonarteritic anterior ischemic optic neuropathy (NAION) and potential links to PDE5 inhibitors (e.g. Cialis, Viagra). Eligible patients for the prospective case-crossover study are adult men with acute or sub-acute vision loss owing to NAION (within 45 days of onset of symptoms). If you have qualified patients for this study or wish to get more information, please contact Leonard V. Messner, OD, executive director of IEI, at lmessner@ico.edu. The examination and related testing are free. The study is supported by Eli Lilly and Co.



From left to right: Jordan Moffett, Nilou Soltanian, Karina Nikogosian, Gloria Estrada, Adam Cooper.

sion of Foundation Fighting Blindness is to drive the research that will provide preventions, treatments and cures for people affected by retinitis pigmentosa, macular degeneration, Usher syndrome and the entire spectrum of retinal degenerative diseases. More than 10 million Americans currently are affected by blinding retinal diseases.



HONORS



1 •



2 •



1 The Association of Schools and Colleges of Optometry recently honored John Amos, OD, MS '65, for the many accomplishments during his presidency of the organization. Amos, dean of the School of Optometry at the University of Alabama Birmingham, is credited among other things with establishing OptomCAS, the Optometry Centralized Application Service. He also forged strong alliances with the American Optometric Association and the ophthalmic industry. Amos, pictured at left with ICO President Arol Augsburger, OD, (center) and Peggy Striplin, senior director of development at UAB, is only the second ASCO president in 18 years to serve two consecutive one-year terms as president.

2 Congratulations to Laura Gengelbach, OD '10, who received the 2010 Student Award in Clinical Ethics from the Association of Schools and Colleges of Optometry and its Ethics Educators Special Interest Group. The award, sponsored by CIBA Vision, includes a \$1,000 prize and the publication of her paper, "Patient Care: Management Beyond the Textbooks," in Optometric Education and on the ASCO website.

Gengelbach is a 2006 graduate of Iowa State University with a degree in chemistry. At ICO, she was a member of the student affairs team and was involved with AOSA/AOA PAC Congressional Advocacy programming.

3 Pamela Lowe, OD '88 and ICO alumni council member, was honored as the 2010 Woman on the Rise, part of the Illinois State Treasurer's Smart Women Smart Money awards. Lowe, director and president of the Professional Eye Care Center in Niles, Ill., founded her business almost 20 years ago and is involved with several local initiatives, including the Leaning Tower YMCA and the Gladstone Park and Niles Chambers of Commerce, where she helped establish the Dollars for Scholars program. She is pictured at left with the treasurer's chief of staff, Robin Kelly (right).

ICO's Class of 2010 had a 100 percent pass rate on NBEO Part III - Clinical Skills. The class as a whole had a pass rate of 98.6 percent for all the NBEO exams – the highest ICO pass rate in the last 15 years. Also, ICO's Class of 2011 had a 97.2 percent pass rate on Part I of the NBEO exam, well above the national average of 92.1 percent. Congratulations to both classes!

Do you have news to share with *ICO Matters*? Would you like to write an article or suggest a topic for us to write about? No matter how big or small, we want to know what's happening with you and your colleagues.

Please send your ideas, comments, questions, etc. to *ICO Matters* Editor Jacqui Cook at jcook@ico.edu, or connect with us on Facebook and post a comment there.

?



See the connection

by Jacqui Cook

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When Nathan Bonilla-Warford, OD '04, welcomed his new baby boy, he closed his solo optometric practice for two weeks to spend some time at home. Five years ago, that decision probably would have led to lots of frustrated patients wondering where their optometrist was – and maybe even seeking a new practice.

But thanks to a simple 140-character message posted online, Dr. Bonilla-Warford's practice didn't suffer a bit. He simply posted a note on his practice's Facebook page, letting "fans" of the site know about his boy's arrival into the world. Instead of griping about his office being closed, his patients posted their congratulations and gave him a virtual pat on the back.



This is optometry in 2010, where patients and their doctors are connecting in ways they never have before. Gone are the days of interacting only in the exam room. A growing number of optometrists are engaging with patients, potential patients and each other regularly through social media. They are using Facebook, Twitter, Yelp, YouTube and Foursquare to promote news about eye care, offer discounts for patients, announce news about the practice and possibly share some personal insight – like news of a new baby – that can deepen the doctor-patient connection.

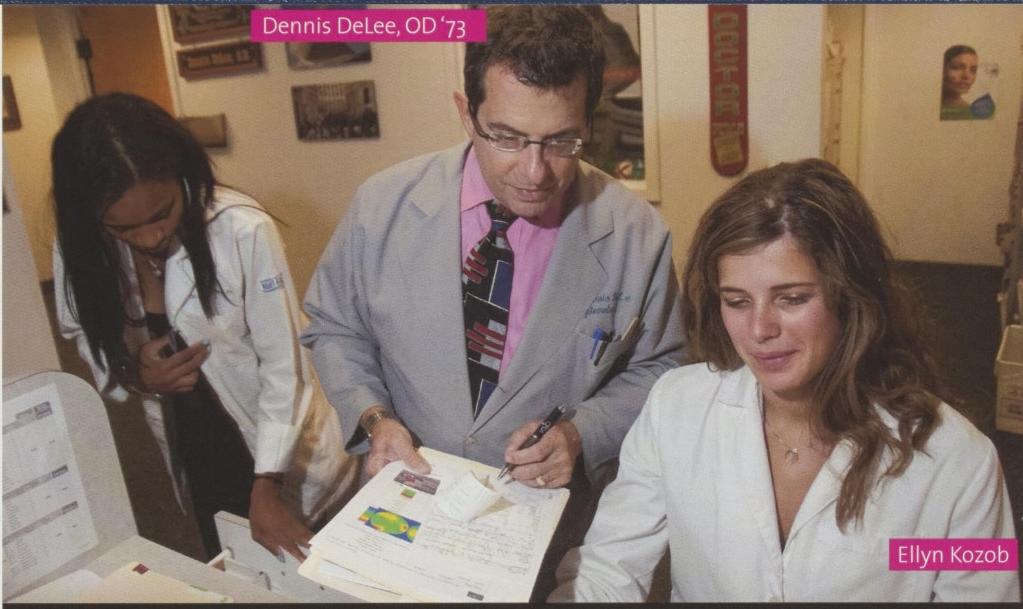


Some sites, such as Yelp and Foursquare, also allow patients to "check in" from a site and tell friends where they are, then post reviews of their experience online. Businesses, including optometric practices, will sometimes offer discounts to people who check in from their location. The idea is that if your friends see you choosing a certain optometrist, they will be more likely to choose that doctor, too.

"It's the part of marketing that I really, genuinely enjoy," says Dr. Bonilla-Warford,

owner of Bright Eyes Family Vision Care in Tampa, Fla. "I don't really like the part of marketing that's all about breaking down cost-benefits and doing campaigns. It doesn't appeal to me. This is all just relationship building, and most of it takes place online and is very fun for me."

MORE ▶



Ellyn Kozob

beyond the college dorm

There is no question social media has revolutionized how people communicate with each other and how they make decisions. Facebook, which began in a Harvard dorm room in 2004, now has more than 500 million active users, and half of those log on to the site every day. The appeal has long since expanded from college students to include everyone from teenagers to octogenarians. ICO launched pages in March for the school and alumni, and the number of fans increases every day. In addition, the school page has a tab listing all ICO-related groups that have formed on their own. There are pages set up for classes as far back as 1984 and up to 2014.

At Dean Optical in Chicago, Dennis DeLee, OD '73, used his membership in the Vision Source private practice network to launch his social media presence. Vision Source hosts his practice's website, www.visionsource-deanoptical.com, and produced a promotional video for him that airs on YouTube. After seeing how much his children use social media – and how much young optometrists were using it at a social media education session he attended – he knew his practice needed to be there, too. Besides YouTube, his practice now is on Facebook, Twitter and Yelp.

"It's another way of communicating that we're out there. If that's the way to get the patients, I'm thrilled." Dr. DeLee says. Back in the old days when I went into practice, you advertised through

the Yellow Pages. We don't spend near the nickels on the Yellow Pages anymore. That's not where people are going."

Dr. DeLee, 62, is fortunate to have the opinion of Generation Y right in his own office. Ellyn Kozob, 22, is a second-year ICO student who works as an optician at Dean Optical, and she is more than happy to handle Dr. DeLee's social media outreach. She says her generation demands immediate access to whatever and whomever they want.

"A lot of times you pass by the optometrist's office and think you have to make an appointment or you've run out of contacts," she says. "If you have your phone, you can go online and do it. We're in an age where everything has to be online or instant."

She points out that the engagement on Facebook, Twitter and others is immediate on both sides, rather than a one-sided postcard reminder.

"My generation especially needs everything online instantly," she says. "How else would you find out your contacts are on sale? We could send a postcard, but that's only something you can afford to do four times a year."

learning curve

Two years ago, most of us were just figuring out how to set up a Facebook page, and the word "friend" was not yet

a verb in the lexicon. Around that time, a friend in the software industry suggested Henry Kikunaga, OD '04, start using social media to promote his practice, Choice Vision Optometry in Chula Vista, Calif.

"It took me awhile to understand how to use it in the practice," Dr. Kikunaga says. "I was using social media then, but it was just personal things. My friend said, 'You have to use it for your business'.

He latched on to Twitter pretty easily, and now uses it daily for a variety of practice-related tasks. He also has his Twitter feed set up to automatically post to his Facebook page.

"I use Twitter in all different ways," he says. "You can do a quick search of any kind of word that you're looking for – 'eye infection,' 'optometrist' – and it will list anyone who mentions those words. I use Twitter a lot in terms of patient information. I post articles or quick comments to someone else's posting.

"There are multiple purposes to it. One of my patients and I are always going back and forth on Twitter, talking to each other. She loves that she can have access to me through Twitter and ask me something, and I've gotten a referral through that from her."

Dr. Kikunaga, who also uses Yelp and Foursquare, says most of his colleagues are where he was two years ago in their use of social media – they know about it and maybe even use it in their personal life, but they aren't ready to jump into it for their practices. They also may think there are privacy issues involved, but Dr. Kikunaga and other optometrists

Get Help Getting Connected

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say they have had no problems with patients misusing social media. If anyone asks a question that is better answered during a phone call or office visit, they simply send the patient a private message telling them that.

making a name for ico

Dominick Maino, OD '78, is well known for his social media connections in the optometry community and especially around the Illinois Eye Institute and ICO, where he is a professor of pediatrics/binocular vision. He is an active Facebook poster on both ICO's site and his own, and his "Maino's Memos" blog (<http://mainosmemos.blogspot.com>) is full of information about what's happening at ICO and pediatric optometry. To reach the widest audience, his blog posts are automatically directed to Facebook and Twitter. He also subscribes to multiple news feeds to get optometry-related news sent to his e-mail.

Dr. Maino says the blog has connected him with people in Chicago and

across the world looking for information about eye conditions. He estimates about half the patients in his private practice say they found him online and then made an appointment. All of his patients have access to his e-mail address, and he tells them that usually is the fastest way to get a response.

The key to success, Dr. Maino says, is "you have to be willing to share yourself with the world. If you don't spend time building your reputation online, someone else will do it for you and you may not like it. On the Internet, one bad review can do you in."

That's not to say you can't have a little fun, even on a clinical-based blog. He recently posted an entry titled "Cambridge Cognition Finds Women Have Better Memories Than Men," then posted his own comment: "I don't know why this is so surprising. My lovely spouse is always reminding me of things I've forgotten."

Jacqui Cook is editor of ICO Matters. She may be reached at jcook@ico.edu.

Maino's Memos

Maino's Memos contains the latest research and information about eye and vision care of children, developmental disabilities, Traumatic/Acquired Brain Injury and other topics of interest to me (and hopefully you!).

Thursday, July 22, 2010

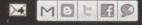
How Memory Is Disrupted in Those With Disease Linked to Learning Disabilities

[listen now](#)

...Imagine if your brain lost its working memory – the ability to hold and manipulate information in your mind's eye. That's the plight faced by millions of people with neurofibromatosis type 1, or NF1. The genetic condition affects one in 3,500 people and is the most common cause of learning disabilities...

Comments: I'm pretty confident that I can say that NF1 is NOT the #1 cause of learning disabilities. Currently we do not know what causes learning disabilities nor do we know the best way to treat learning disabilities. We do know that language and vision play a role... and it may differ depending upon the type of learning disability present. This is an interesting however. DM

Posted by Dominick M Maino, OD, MEd, FAAO, FCOVD-A at 3:40 PM 0 comments

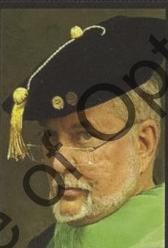


Labels: learning disabilities, neurofibromatosis, nft, working memory

Dominick Maino, OD '78's Age-Related Cognitive Decline

[listen now](#)

[Post this blog to...](#)



Biography

 Dominick M Maino, OD, MEd, FAAO, FCOVD-A
...is a Professor of Pediatrics/Binocular Vision at the Illinois Eye Institute/Illinois College of Optometry in Chicago, IL and is a private

You're ready to get your practice out there in the social media world, but just not sure where to start? Nathan Bonilla-Warford, OD '04, and a colleague, Justin Bazan, OD, started the "Peripheral Vision" Facebook page for just that purpose. It is designed specifically to help optometrists learn about social media through postings on the site, podcasts, videos and other resources.

"Everyone needs to learn incrementally at their own pace and educate themselves about what's out there," Dr. Bonilla-Warford says. "Even if they don't take advantage of it – they may decide it's not for them – that's OK. But the only way they'll get more comfortable is very incrementally. Join Facebook because you probably have friends on there. Start with a personal account, not involved in business, and learn what's appropriate,

DEAN OPTICAL WAY

POSTING AN UPDATE TO YOUR BUSINESS PAGE IS THE SAME AS THE "STATUS UPDATES" ON YOUR PERSONAL PAGE.

HERE ARE SOME EXAMPLES OF HOW DEAN OPTICAL USED FACEBOOK OVER A FEW DAYS:

"Take TEN on Tuesday: Stop in tomorrow for \$10 off a pair of Eyebob Readers! (Mention this posting)"

"FITOVERS have invaded our store! If you need convenient, polarized sun-wear over your prescription glasses, Dean Optical can help. Stop in or give us a call."

"Dr. DeLee and associates of our office visited Bloomington, IL to attend a Vision-Source conference. We hope to be able to learn new ways to serve you better! Schedule your appointment today to experience the Dean Optical difference."

"The Private Practice Club at the Illinois College of Optometry came to speak with Dr. DeLee about the benefits of owning a private practice. Come visit us at Dean Optical today to see why personalized care & the latest technology can make the biggest difference in your vision & eye health!"

what the privacy settings should be. It's not a race exactly, although remember that your competitors are doing the same thing."

If you already are on Facebook, you can join Peripheral Vision by searching for it. If you are not on Facebook, you can check out the Peripheral Vision blog at <http://peripheralvision.info>.

Honoring a Pioneer

Dr. Alfred A. Rosenbloom inducted into the National Optometry Hall of Fame

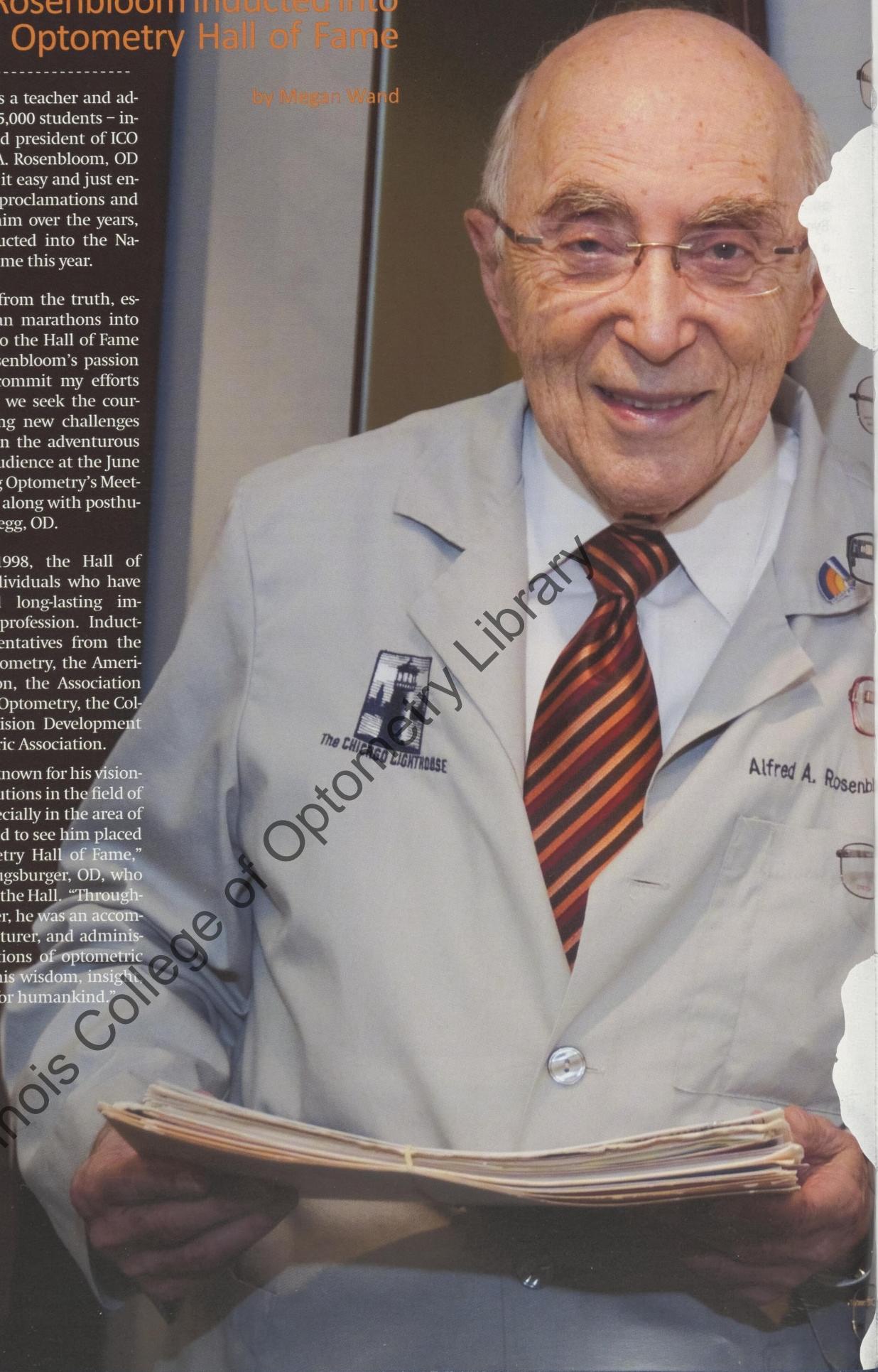
After more than 50 years as a teacher and administrator to more than 15,000 students – including serving as dean and president of ICO – you might think Alfred A. Rosenbloom, OD '48, would be ready to take it easy and just enjoy the numerous awards, proclamations and commendations given to him over the years, culminating in being inducted into the National Optometry Hall of Fame this year.

Nothing could be further from the truth, especially for a man who ran marathons into his 70s. Being inducted into the Hall of Fame has only energized Dr. Rosenbloom's passion for the profession. "I recommit my efforts with each of you today as we seek the courage to move on in meeting new challenges and achieving new goals in the adventurous years ahead," he told the audience at the June induction ceremony during Optometry's Meeting, where he was honored along with posthumous inductee James R. Gregg, OD.

Since its inception in 1998, the Hall of Fame has inducted 53 individuals who have made a significant and long-lasting impact on the optometric profession. Inductees are chosen by representatives from the American Academy of Optometry, the American Optometric Association, the Association of Schools and Colleges of Optometry, the College of Optometrists in Vision Development and the National Optometric Association.

"Dr. Alfred Rosenbloom is known for his visionary leadership and contributions in the field of optometric education, especially in the area of low vision, and ICO is proud to see him placed into the National Optometry Hall of Fame," said ICO President Arol Augsburger, OD, who inducted Rosenbloom into the Hall. "Throughout his distinguished career, he was an accomplished teacher, writer, lecturer, and administrator and several generations of optometric students benefitted from his wisdom, insight, integrity and his concern for humankind."

by Megan Wand



Becoming a Leader

Dr. Rosenbloom, 89, says his interest in optometry began when he was serving in the military at Fort Stewart, Ga., which was then known as Camp Stewart. He became friends there with the two optometrists on staff at the regional hospital, and soon caught their excitement for the profession. He attended school on the GI bill after his discharge, and graduated from Northern College of Optometry in 1948.

In there, he built a career that eventually made him a pioneer in low-vision rehabilitation. At the birth of the Chicago Lighthouse Low Vision Clinic in 1954 – now the oldest in the nation – he met legendary teacher Helen Keller, who dedicated the building housing the clinic and was given her first exposure to its low vision devices.

Through his dedication and service, the Chicago Lighthouse has become one of the most comprehensive social service agencies in the country. He remains chairman emeritus of the Low Vision Clinic and still sees patients three to four days each week.

"Dr. Rosenbloom's Hall of Fame induction is a testament to the quality of care provided by our Low Vision Rehabilitation Service under his exemplary leadership," says Janet Szlyk, Ph.D., Lighthouse executive director. "His legacy lives in our newly remodeled Low Vision Clinic and in the countless lives that he has touched. We are privileged to have the expertise of such a highly respected and famed low vision practitioner."

He also has participated in more than 25 missions with the Volunteer Optometric Services to Humanity (VOSH), which provides free eye exams and eyeglasses to individuals in foreign countries. He is a past president of VOSH, and has established low vision clinics in New Zealand, Hong Kong, Singapore and Nepal. In 2007, Dr. Rosenbloom was recognized for his contributions as VOSH International's Humanitarian of the Year.

Teacher, Mentor and Friend

Of the many things he has done in his storied career, Dr. Rosenbloom says interacting with young optometry students and helping to shape their future is what gives him the most satisfaction.

He served as dean of ICO from 1955 to 1971, then its president from 1972 to 1982, and has been a teacher, mentor and adviser to countless students through the years. He remains a distinguished professor emeritus at the school.

In 1978, the student body presented him with an award marking his 30-year anniversary at ICO. The inscription read, "In appreciation for the 30 years of dedication and faithful service given to the students and faculty of the College, the ICO Student Association presents this award to Dr. Alfred A. Rosenbloom as a token of the high esteem in which he is held by all who have benefited by his inspired leadership, wisdom and knowledge."

Dr. Rosenbloom still counts that award among his most prized possessions.

"The student council president asked for five minutes at the board meeting and gave it to me in front of the board of trustees, which I thought was kind of special," he says. "Student support has always been the most important to me, because without students, you have no College."

He also has received the ICO Student Council Distinguished Service Award twice and received an honorary doctorate from ICO in 1954 at the behest of students who went

"From this association with students, I have had the rare opportunity to contribute to their education and achievements in many ways and have witnessed with pride their later professional leadership roles within and outside our profession,"

straight to the president of the board of trustees to ask that he be given that honor. ICO's 1982 yearbook also was dedicated to him.

"From this association with students, I have had the rare opportunity to contribute to their education and achievements in many ways and have witnessed with pride their later professional leadership roles within and outside our profession," Dr. Rosenbloom says.

Even before being inducted into the Hall of Fame, Dr. Rosenbloom's role in optometry, both as an educator and a leader, has been recognized numerous times. He was named Optometrist of the Year by the Illinois Optometric Association, received the Distinguished Service Award from the American Optometric Association, and was given the Ambrose M. Shotwell Memorial Award from the National Association for Education and Rehabilitation of the Blind and Visually Impaired. He also received a plaque from President Clinton, congratulating him on receiving the Beacon of Excellence Award from the Chicago Lighthouse.

"I commend you for giving hope and help to so many throughout your distinguished career – you have rightly earned the respect and abiding gratitude of all those you have served," President Clinton wrote.

Even with all those accolades, Dr. Rosenbloom still is thrilled to be inducted into the National Optometry Hall of Fame.

"My gratitude has both a personal and professional dimension," he said upon being inducted. "Personally, I am truly indebted to many individuals, far too numerous to name, for counsel, support and guidance. I also offer my sincere appreciation to many academic colleagues in the U.S. and abroad. From my association with them I have learned and grown professionally."

Richard Kattouf, OD '72, chair of the ICO Board of Trustees, considers Dr. Rosenbloom to be one of his mentors.

He recalls that on the night before graduation, Dr. Rosenbloom then president of ICO, attended his class' dinner dance. "He made it a point to meet my parents and tell them how proud he was of me," Dr. Kattouf says. "He is one of the kindest people I know. His ability to remember names and situations is remarkable."

Howard Woolf, OD '67, former president of the ICO Alumni Council, describes Dr. Rosenbloom as "a true gentleman with great integrity, and a marvelous teacher." He also notes that both Rosenbloom and his wife Sarah are very generous with their time, often inviting students to their house for gatherings and holidays.

Similar praise comes from his patients. One woman wrote about meeting Dr. Rosenbloom with her mother, "Please know that our visit to your office offered us comfort... and your generous way of attending to us was so appreciated. You offered my mom hope at a time when she was so afraid of going blind."

Dr. Rosenbloom says he is enjoying himself too much to think about retirement – and he still has work to do. He works with a group of therapists and social workers in a team effort to assist his low vision patients. Indeed, Kattouf believes that Dr. Rosenbloom is a living legend. "Our profession needs to stay tuned because Dr. Rosenbloom has more to contribute."

Megan Wand is a freelance writer in the Chicago area. She may be reached at meganwand@yahoo.com.

ON - THE - JOB TRAINING

The Private Practice Clerkship

BY ALEX BONK,
ICO CLASS OF 2013

Each summer quarter, ICO offers the *Private Practice Clerkship* as a way to give practical, hands-on private practice optometry experience to second-year students. This elective course allows students to observe an active private practice for one full day per week for 10 weeks during the summer between first and second year. One of this summer's student participants, Alex Bonk, shared his experience with ICO Matters:

Throughout my heavily science-oriented first year of optometry school, I often found myself wondering about the practical aspects of the profession that I thought were absolutely necessary in order to become a successful optometrist. At the same time I was learning about the boundaries of the pterygopalatine fossa and which nerves and arteries pass through the foramen ovale, I was thinking about how insurance is filed, and how to hire and manage a staff in an optometric practice.

Unsure of what I was going to do the summer between my first and second years at ICO, an opportunity presented itself during my spring quarter: the *Private Practice Clerkship*. The course is meant to provide practical education and informal practice management experience provided by a practitioner. Of course, I became immediately interested in the program because not only was it a way to learn

more about the practical side of optometry, it also was a way to network with a doctor in the surrounding area.

I filled out an application and was paired with Dr. Steve Butzon, owner of DuPage Optical in Addison, Ill. (pictured above behind Alex) It's important to note that those students who are not from Illinois and go home for the summer may participate with a doctor in their area. The clerkship formal consists of 10 modules in which the student visits the doctor's practice and learns about a specific element of private practice: office design, eyewear, specialty services, staff, reimbursement and managed care, finance and accounting, marketing, starting a practice, practice assessment, and participation in groups. There also is a collection of readings regarding each of these topics.

Even though there are recommended questions to ask the doctor, the program is very loosely structured, which allows for good interaction between the student, doctor and staff. The student also is asked to keep a logbook in which he or she can keep track of all the experiences at the practice. In addition, an online message board allows you to interact with other students in the program and compare your clerkship experience with theirs. This year, there were six students in clerkships.

Even though I was slightly nervous when I first came to Dr. Butzon's office, the doctor and his staff welcomed me warmly. Of course, there were times when the office was quite busy. Even though I could not continuously ask questions of the doctor and his staff, the clerkship provided me with an opportunity to observe how the practice was run. I was able to take note of subtle things that might be missed during a single visit, such as the office's design, interactions between patients and staff, and the interactions between the doctors and staff. Even when I could not be with Dr. Butzon, he never failed to provide time for me to ask him questions about whatever was on my mind. Additionally, I was able to take on tasks such as instructing a patient how to insert and remove contact lenses and helping patients pick out frames.

Other than learning about coding and billing, patient recall, marketing and other common things associated with owning a private practice, I also got to learn about a specialty service I did not know existed: optometric house calls. I rode shotgun with Dr. Butzon on three separate occasions as he brought eye care to homebound patients throughout the Chicagoland community. By doing this, I got to see patients from all walks of life and also got to see how





Alex Bonk makes a housecall with Dr. Butzon to visit patient Dorothy Cavin.

Dr. Butzon interacted with them. It was truly a learning experience to see him interact with his patients. Dr. Butzon would often let me use some of the techniques I learned during my first year in optometry school, such as direct ophthalmoscopy, during the in-home patient visits. I even saw a cataract directly for the first time. I came away from the experience believing that in-home patient care is an extremely valuable service that more optometrists should consider, especially since it has an adequate reimbursement rate.

Interestingly, not much equipment is needed in order to provide care in a patient's home. Dr. Butzon normally brings a lensometer, an ophthalmoscope, a retinoscope, trial lenses, a trial frame, a Snellen Chart and a portable tonometer. He frequently mentioned that the tools of the profession make it very convenient for traveling because there is not an overwhelming amount of equipment to carry. Even though he cannot bring a large amount of frames for patients to choose from, some of the patients desire something similar to their current frame. So, Dr. Butzon simply traces the outline of their current frame on a piece of paper and picks out a frame in his office later. If surgical treatment is needed, he will refer the patient to a local ophthalmologist and co-manage the care.

I learned a lot during my clerkship, but perhaps most importantly, Dr. Butzon taught me that it is not only important to be efficient as an optometrist, it also is very important to give back to the community. Even when a patient did not have the resources to compensate Dr. Butzon for his care, he never got upset or turned them away. He told me that although money is important for establishing a successful practice, we should never forget the oath we take as doctors.

The Private Practice Clerkship solidified my initial desire to pursue a career in private practice and opened my eyes to a mode of practice that I previously did not even know existed. The program is structured in such a way that the student can get as much as they want out of it. There is not a large time commitment, so it leaves time to pursue other employment or just get a good amount of rest from our strenuous curriculum. I would certainly encourage any ICO students to take advantage of this program. I also would encourage ICO alumni to participate in the program, because a small amount of their time and effort can truly have a dramatic impact on a student.

THE FAQ'S ON ICO'S PRIVATE PRACTICE CLERKSHIP

How much time does the clerkship demand of the optometrist and staff? The clerkship is designed primarily as an observation and investigation tool for the student to gain information about private practice. Students are encouraged to ask questions of the doctor and office staff as they go about their normal routine. Although no fixed time requirements are in place, it is expected that each doctor should spend about 20-30 minutes each week with the student to discuss the week's topics and readings, and to answer the student's questions.

How long is the student in the optometrist's office? Students must observe one full day per week for 10 weeks during the summer.

What is the student supposed to do? The clerkship is divided into 10 modules of different topics related to private practice. The student will be expected to observe different components of the office as specified in the student workbook each week. The workbook will outline questions the student should be asking of the doctor and the staff, and describe small in-office assignments. At some point in the day, the doctor and student should discuss the recommended readings and topics assigned for the week.

Can the student work in the office as an employee? Yes, the doctor may invite students to work in the office for times and wages specified beyond the one unpaid clerkship day. These work days are not part of the formal clerkship experience. Students are encouraged to seek part-time employment with the doctor for whom they are clerking.

Are participating doctors guaranteed a student for the summer? No. However, every opportunity will be made to match participating students to the practice of their choosing. Students and doctors are notified of their participation in mid-April.

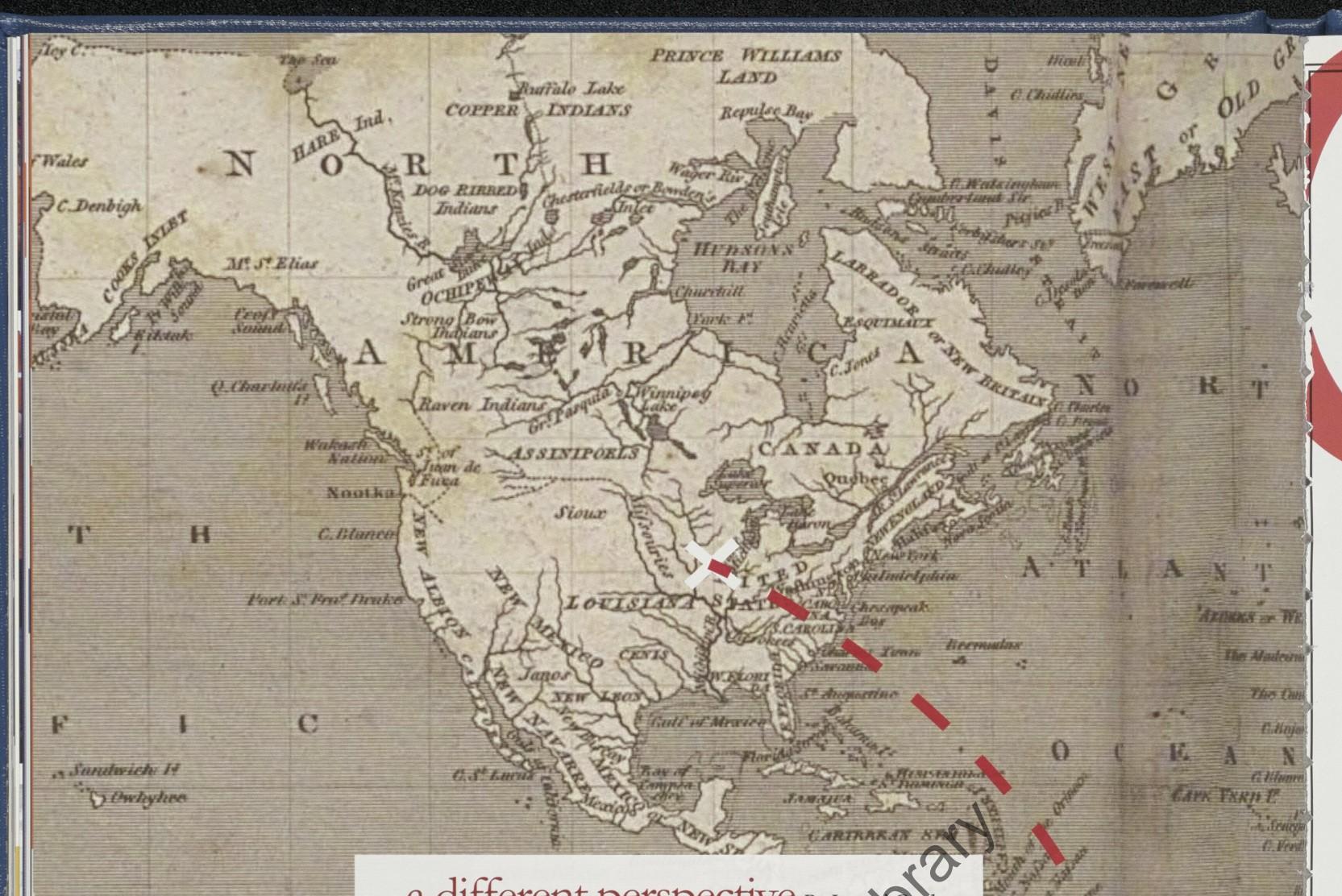
Why should an optometrist participate in the Private Practice Clerkship? Each practitioner will be designated as an adjunct faculty member of ICO. In addition, each practitioner will have the opportunity to positively present private practice as an appropriate mode of optometric practice and to positively influence the life choices of future colleagues.

For more information

To find out more about the Private Practice Clerkship or to obtain an application to host a student, please contact:

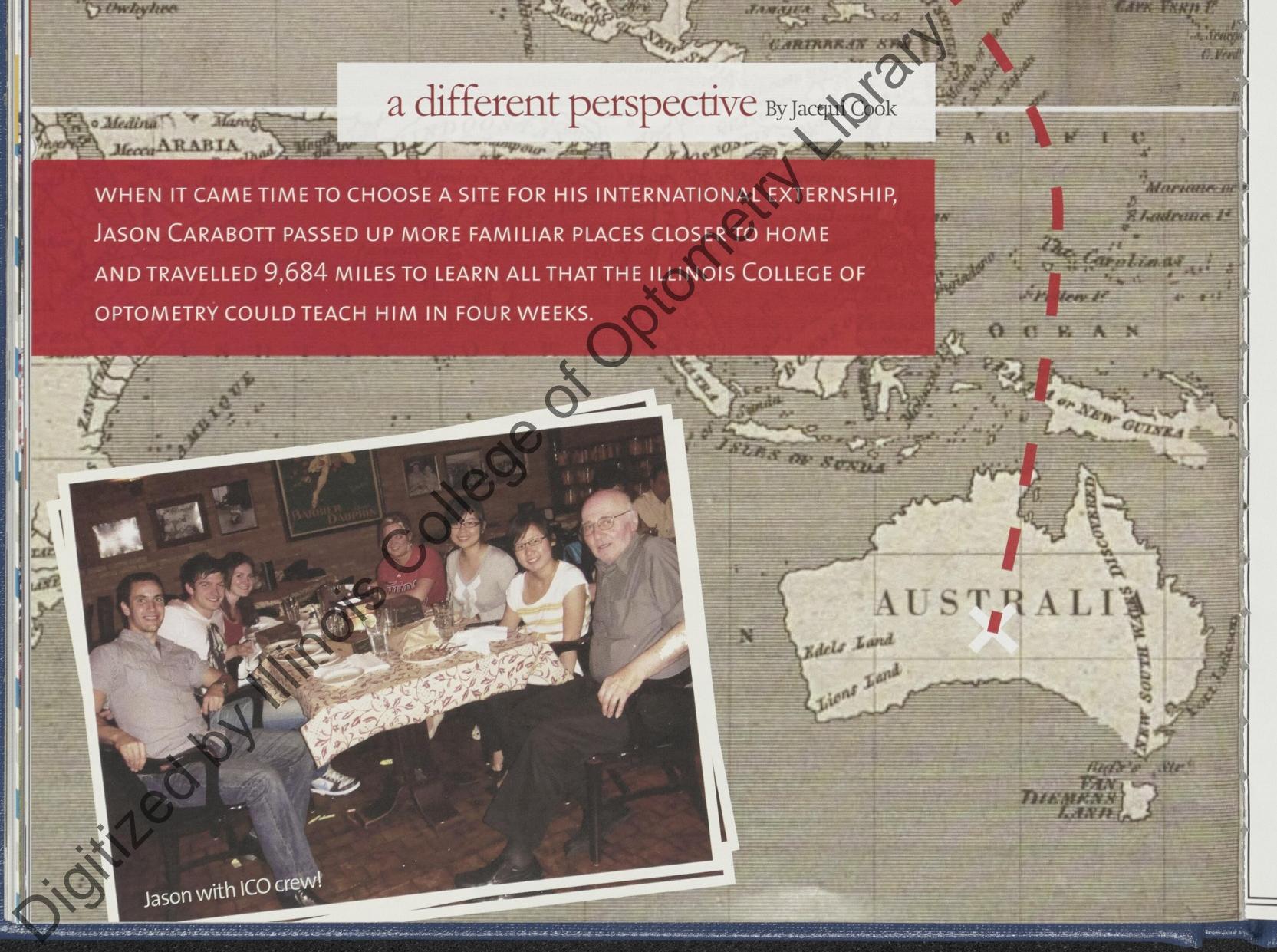
Geoffrey Goodfellow, OD, at
ggoodfel@ico.edu
or (312) 949-7016.





a different perspective By Jacqui Cook

WHEN IT CAME TIME TO CHOOSE A SITE FOR HIS INTERNATIONAL EXTERNSHIP, JASON CARABOTT PASSED UP MORE FAMILIAR PLACES CLOSER TO HOME AND TRAVELED 9,684 MILES TO LEARN ALL THAT THE ILLINOIS COLLEGE OF OPTOMETRY COULD TEACH HIM IN FOUR WEEKS.



Carabott was one of four students from The University of Melbourne, Australia who came to ICO and Illinois Eye Institute this summer. He was not disappointed in what he learned – clinically or socially.

"The facilities at ICO were great," he says. "I personally took full advantage of the fitness center and basketball courts, and Tim (Buckle, another Australian student) and I probably spent as much time playing ping pong in the RC as we did in clinic over the four weeks. The clinical sessions were great – the residents and attendings showed a great interest in our learning, and the spectrum of patients and disease we saw was in stark contrast to that seen in Australia."

ICO has been hosting students from Melbourne for many years, as well as sending our own students there, says Stephanie Messner, OD, assistant dean for patient care education. The exchange is appealing because there is not a language barrier, and because the Australian model of optometry is very similar to the United States' model. In the past, ICO has sent two students in the fall and two in the spring for half the quarter, but those slots sometimes are unfilled because of the costs of traveling so far.

For Australian students, the situation is a little different in that an international externship is required, says Anthea Cochrane, lecturer and clinical teaching coordinator, Department of Optometry & Vision Sciences at The University of Melbourne.

"We consider it the 'capstone' experience of their course," she says. "The students from the previous year present to the class of potential students to help them choose where to go, and then they give preferences and are allocated. Illinois has a very good reputation as a great placement and is always very popular."

New Place, New Opportunities

Dr. Messner meets with all the new students on the first day they are at ICO, giving them a tour and going over the record-keeping rules so they can begin seeing patients right away. She also asks what they want to get out of the program and what they have heard about ICO. She meets with them again at the end of the program.

"Past groups have told me they see as many patients in four weeks here as they do in a much longer period of time at their own institution," Dr. Messner says. "This site also has a reputation for lots of hands-on clinical care. They get to do a lot of things here they can't do at other sites."

Among the students' new experiences is the ability to see vastly different patient populations. While the practice of optometry is similar in the two countries, the types of patients seen in Chicago differ greatly from those seen in Australia. For example, there is a higher minority population in Chicago, and therefore more diseases that are specific to them. Michelle Li (pictured at top right on left), another student from Melbourne this summer, especially appreciated being able to see patients with serious eye problems or special needs, particularly the experience in advanced primary open angle glaucoma patients and anterior eye pathologies.

"I also truly enjoyed the pediatrics and low-vision sessions because they are not very common in our own clinics," she says.



"WE GREATLY APPRECIATE THE OPPORTUNITY TO VISIT ICO, AND HOPE STUDENTS FROM OUR UNIVERSITY CAN CONTINUE TO HAVE THIS GREAT EXPERIENCE INTO THE FUTURE."

"The attendings are extremely helpful and gave me applicable advice on the consultations."

Dr. Messner says there is a great advantage for young optometrists in seeing different diseases and treatments during an international visit, although most of the students who participate are seeking the cultural opportunities as much as the clinical ones. Carabott, Li, Buckle and Jianing Yan, the fourth student, had an extra two weeks in their program to see Chicago and the rest of the country.

"They have a really good time while they're here at ICO," Dr. Messner says. "I think our students are very friendly, they do a lot of sightseeing. Our students really embrace the program and enjoy interacting with the visitors while they are here, and do what they can to make them feel welcome."

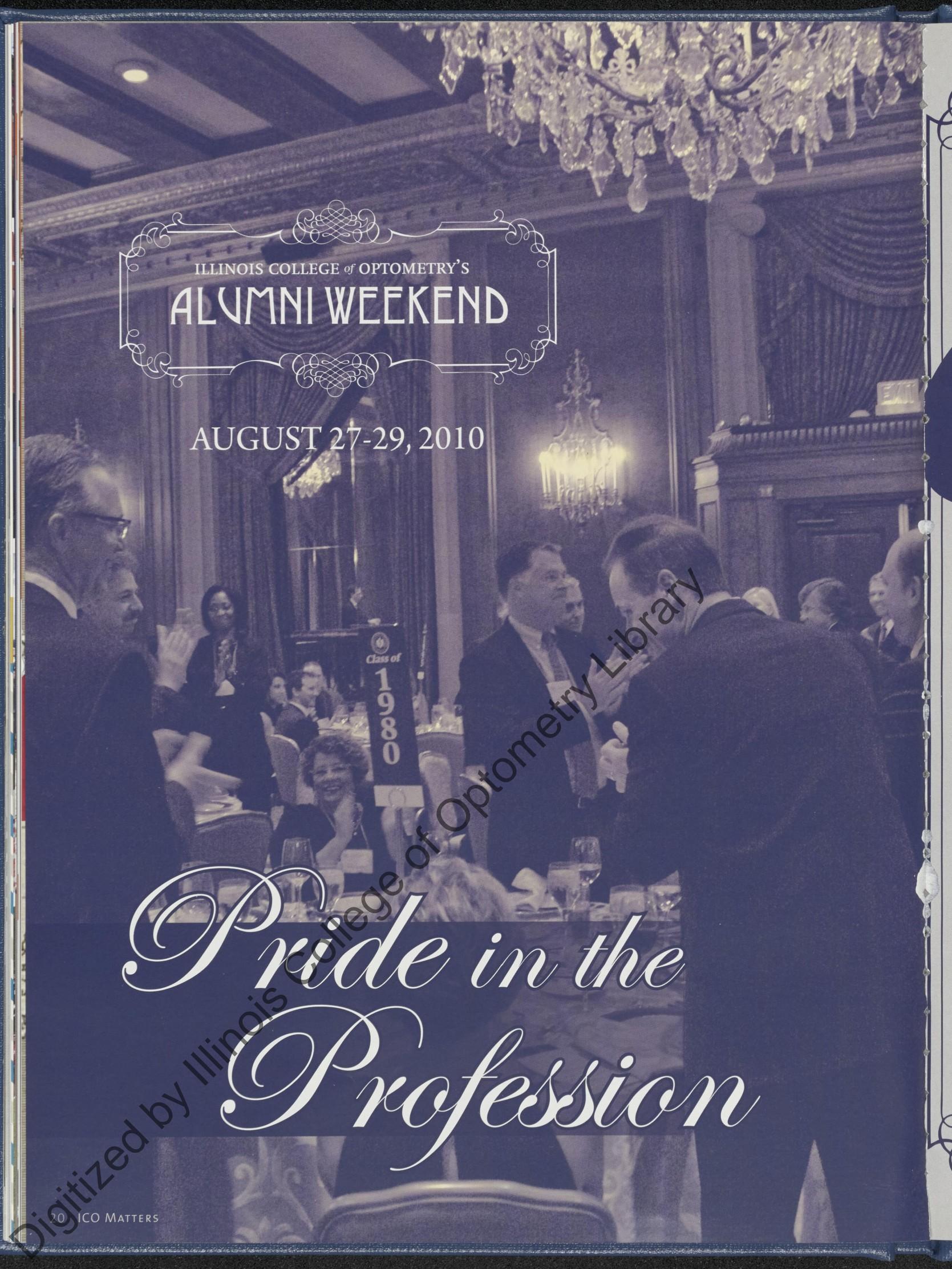
Carabott wholeheartedly concurs. Besides playing sports, he and his fellow Aussies had a chance to experience watching sports in true Chicago style. They watched the NHL playoffs – culminating in the Chicago Blackhawks winning the Stanley Cup – and went to the Stanley Cup parade downtown.

"We were shown around the town by the friendly ICO students," he says. "We greatly appreciate the opportunity to visit ICO, and hope students from our university can continue to have this great experience into the future."

Coming Back Refreshed

Once the fun is over and the students return to school, Cochrane can almost always spot a change in their attitude and their perspective on the field of optometry.

"As an instructor, I find that the students get a great deal out of their overseas experience," she says. "They come back not only as better optometrists, but the whole experience of arranging their trip and perhaps getting out of their comfort zone changes them as people also. We note that because they are often exposed to different ways of doing things, they are more inquiring about why things are done or managed certain ways when they return home."



ILLINOIS COLLEGE of OPTOMETRY'S
ALUMNI WEEKEND

AUGUST 27-29, 2010

*Pride in the
Profession*

O

Otto Prier, NICO '42, took a bus, train and taxi to make it to ICO's Alumni Weekend for the first time in eight years. He had good reason to attend this year: He was one of the five new inductees into the 50 Year Club. This elite group was established in 2005 to honor all ICO alumni who have been practicing 50 years or longer.

He celebrated with his fellow 50 Year Club members at one of the many events over Alumni Weekend to honor the accomplishments of all ICO graduates. Dr. Prier looked at the memorabilia from his class and others in the 1940s and 50s, and reflected on what he'd like to tell the new optometry students who had moved to campus just a few weeks before Alumni Weekend.

"I want them to carry on the professionalism that we started when I graduated because we were the first four-year class," he said. "And I would say to them, 'Be proud of yourself. You are a doctor'."



That same message of pride and professionalism was carried throughout the many activities on campus during the weekend. The events began with the Class Reunion and Alumni Awards dinner Friday, where the award recipients continually thanked ICO for giving them the skills and opportunities to succeed as optometrists.

"I feel so fortunate to have attended ICO," said Donovan Crouch, OD '63. "It has given me all the tools I need. I have definitely benefitted more than I have contributed."

This year's weekend included a new event: State Day, which began with a presentation by the AOA's Barbara Horn, OD, on the state of health care and what it means for the future of optometry. The day continued with representatives from 10 state associations speaking with attendees about scope of practice, censure requirements and membership benefits. There also were representatives

"I feel so fortunate to have attended ICO"

- Donovan Crouch, OD '63

from Ontario, Canada, as well as the American Optometric Association and the Canadian Association of Optometrists, in addition to several vendors.

Lisa Slaby, OD '96, one of the representatives from Wisconsin said the students she spoke with were "interested to know about state laws because they want to practice full-scope optometry and not be inhibited."

Besides talking with her about licensing procedures and prescribing laws, the students who stopped by her booth had one other topic in mind: the weather. "People are afraid of our winters," she said, "but there are lots of opportunities."





ILLINOIS COLLEGE of OPTOMETRY'S ALUMNI WEEKEND 2010

2010 Alumni Association Award Recipients

Alumna of the Year Award
Susan Cotter, OD, MS, FAAO

Excellence in Education Award - Faculty
Kelly A. Frantz, OD, FAAO, FCOVD

Alumnus of Year Award
Robert L. Grazian, OD

Excellence in Education Award - Non-Faculty
John F. Amos, OD, MS

Distinguished Alumnus Award
Dwight H. Akerman, OD, FAAO, FIACLE,
FBCLA

Humanitarian Award
Congressman John Boozman

Distinguished Friend Award
Michael V. Favia, JD

Lifetime Service Award
David Lee, OD, PhD, FAAO

Professional Achievement Award
Barry J. Jose, OD

Lifetime Service Award
Donovan L. Crouch, OD, FAAO

50 Year Club New Members

Keith W. Blake, OD, NICO '50
Albert A. Bucar, OD, NICO '55
Frank D. Fontana, OD, NICO '49

Dean H. Graves, OD '60
Edward L. Furtak, OD '60
Otto A. Prier, OD, NICO '42

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CLASS NOTES

1948

Alfred A. Rosenbloom (NICO), one of the founders of The Chicago Lighthouse Low Vision Rehabilitation Service, was recently inducted into the prestigious National Optometry Hall of Fame. He currently serves as chair emeritus of the Low Vision Clinic and is a distinguished professor emeritus at ICO. (For more information, see article on page 14)

1973

Steven Levin placed first in the "Best Eye Doctor" category and third in the "Best Vision Center" category by readers of *The Times of Northwest Indiana*, the second-largest Indiana daily newspaper serving seven counties in Northwest Indiana and the southeast Chicago suburbs. His practice, Levin Eye Care Center, P.C., is in Whiting, Ind.

1978

Dominick Maino was awarded first place in the Large Monochrome Prints and the Large Color Prints categories of Chicago's Wright Camera Club after a year-long competition. He also was awarded an honorable mention at a recent Chicago Area Camera Club competition, which included members of all the camera clubs in the Chicagoland area.

1981

Sandra Block has been named the medical director of school-based services and director of school-based research for the community-based eye and vision care program that ICO is piloting with the Chicago Public Schools. This program has the potential to impact thousands of CPS children who have not received any eye or vision care. (For more information, see article on page 5)

Joyce Ramsue was presented the OD of the Year award at the National Optometric Association's 42nd Annual Convention in San Juan, Puerto Rico, on July 17, 2010.

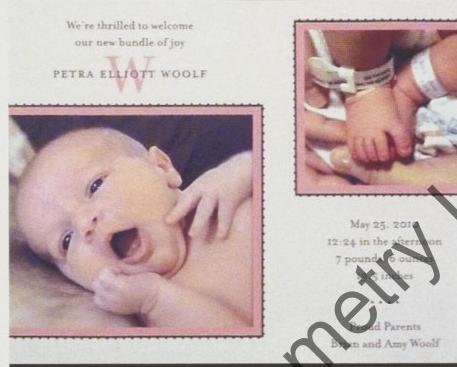
1989

Joseph Pizzimenti started Optometry Board Certified, a new company and service for optometrists who are considering the board certification process, as defined by the American Board of Optometry.

1997

Jason Schmit was recognized for demonstrating dedication, leadership and excellence in optometric management by Cambridge Who's Who, a networking resource offering career enhancement and business advancement services. He is the vice president of operations for LCA-Vision, Inc.

1999



Brian T. Woolf has been appointed to the board of directors for Maryland's Polakoff Foundation, a nonprofit organization that provides education and preventative screening resources to high-risk and newly diagnosed glaucoma patients in addition to supporting glaucoma research organizations. In addition, Brian and his wife, Amy, are proud to announce the arrival of their new bundle of joy, Petra Elliott Woolf (above), born May 25, 2010, and weighing in at 7 lbs, 6 oz. (Read about Petra's grandfather, Howard Woolf, OD'67 on page 28)

2004



2007



Ellen R. Yarzak married Frank Petroczky at Prince of Peace Lutheran Church in Freeport, Ill. on July 17, 2010. She is currently practicing at Panton Eye Clinic in Elmwood Park, Ill.

2008

Scott Collings and **Kara Kremer** were married July 24, 2010, at St. Matthias Church in Cascade, Iowa. They are both currently practicing at Jensen Optometrists, PLC, in Grinnell, Iowa.

Karen DeLoss accepted a clinical faculty position at the University of Michigan Department of Ophthalmology, Kellogg Eye Center in Ann Arbor, Mich., named one of U.S. News and World Report's Top 20 Ophthalmology hospitals in the United States.

2009

Krystal Wells joined Midwest Eye Care of Omaha, Neb., in July 2010, after completing a residency in ocular disease and low vision at the Kansas City Veteran Affairs Medical Center.

2010

Eric Chen and his wife welcomed their daughter, Danica Chen, on June 7, 2010, shortly before completing his Primary Care Residency at ICO.

Efren Gomez married Caitlin Smulski on July 10, 2010. He currently is practicing in Hammond, Ind.

FRIENDS OF ICO

Charles F. Mullen, former president of ICO, was elected vice chairman of Pittsburgh's Blind & Vision Rehabilitation Services Board.

SHARE

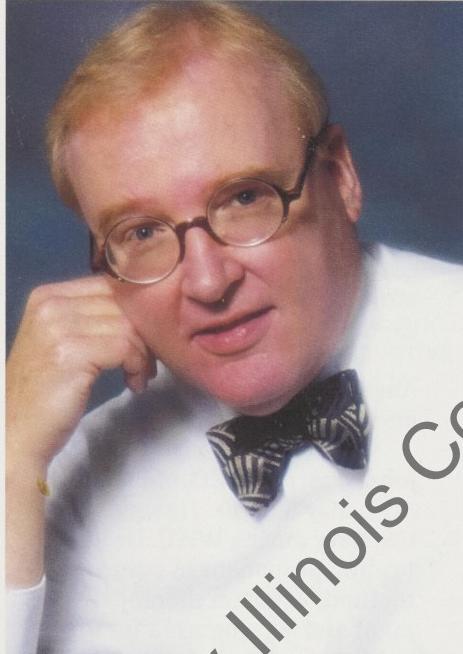
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Please send your submissions to alumni@ico.edu or mail to:

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Office of Alumni Development
3241 S. Michigan Avenue
Chicago, IL 60616.

LEADERSHIP CIRCLE PROFILE

Peter Nelson OD '67



bers to join the Leadership Circle – ICO's premier giving society – with a pledge from Donovan Crouch, OD '63, to match their contributions.

"It's such a nice way to give back and also have it supplemented by Dr. Crouch," he said. "I was afraid it was no longer going on, but when I found out it was, I just said, 'Sign me up.' I feel very strongly about giving back."

Dr. Nelson has been giving back to ICO for many years – and in many ways – since his graduation, spending almost 30 years as a full-time teacher at the school. During that time, he regularly supported ICO financially as a Bronze Benefactor, and felt the time was right now to get involved again. He challenges his fellow alumni to do the same.

"There may have been some changes in their practices due to the economy, but in the main, they are all doing – and have done – very well. Optometry – and especially ICO – has given them so much," he says. "It seems a fairly easy conclusion

that if you've done well, you should support the College."

Dr. Nelson is most grateful for the confidence ICO gave him when he graduated and became a practicing optometrist. He taught at the school briefly until he went into the Army for two years, then returned to the ICO faculty. He currently is a part-time optometrist in Buffalo Grove, Ill.

"I slipped right into teaching. I was nervous and it was different, but I approached it with some surprise at how confident I was," he says. "In the military, I was the only optometrist for about 55,000 military personnel in central Thailand. Once again, I was quite comfortable in doing that."

For more information about joining the Leadership Circle, please contact Patricia de Maat at (312) 949-7071 or pdemaat@ico.edu.

Peter Nelson, OD '67, and his wife, Liz, were discussing ICO as part of their estate planning when he recalled reading about ICO's Crouch Challenge. He had wanted to participate in the giving program, which encourages new mem-

IN MEMORIAM

1938

Joseph B. Meloan, NICO, of Highland, Ill., April 2, 2010. He was editor of the *Journal of the Illinois Optometric Association* for a number of years and was honored in 1987 as IOA's Optometrist of the Year.

Kenneth A. Shulte, NICO, of Gold Canyon, Ariz., March 4, 2010.

1939

Victor Casella, NICO, of Augusta, Ga., June 8, 2010.

Richard F. Roman, NICO, of Prairie Du Sac, Wis.

1942

John L. "Jack" LaFountain, NICO, of Michigan City, Ind., June 22, 2010. He was a veteran of the Army Air Corps and served as a P-47 fighter pilot during WWII.

Ernest Zimmerman, NICO, of Mishawaka, Ind., April 22, 2010.

1944

Dwight M. Akerman, NICO, of Streator, Ill., June 27, 2010. He served in the U.S. Navy and was a member of the American Legion Post 217 and Veterans of Foreign Wars Post 1492.

1945

Sherman Masler, NICO, of Minneapolis, May 16, 2010.

1947

Oscar L. Barnes, NICO, of Louisville, Ky., August 2009.

Charles B. Holmes, MCO, of Chicago. He was a former Chicago Central City Member.

Peter K. Matsumoto, MCO, of Glencoe, Ill., October 2009.

1948

Parry W. Harrison, NICO, of Pocatello, Idaho, April 25, 2010. He served in the U.S. Army as an intelligence-gathering agent during WWII. He was named Idaho Optometrist of the Year in 1971, served on the State Board of Examiners in Optometry and as president of the Idaho Optometric Association.

Richard W. Ragsdale, NICO, of Denton, Texas, June 12, 2010. He served in the U.S. Navy in the South Pacific during WWII. He was appointed to the Texas State Board of Health by governor Bill Clements to represent optometry for six years and has held numerous other leadership positions in his community.

Daniel W. Pemberton, NICO, of Staunton, Va., July 27, 2010.

1949

Sidney Cohen, NICO, of Pittsburgh, June 2, 2010.

Joseph P. Guenveur, NICO, of Kiel, Wis., June 21, 2010. He served as a captain in the U.S. Army's Ordnance Division during WWII.

James R. Jackson, NICO, of Paris, Texas, April 10, 2010.

Kenneth O. McMaster, NICO, of Greenwood, Ariz., Feb. 18, 2010. He was a veteran of WWII, where he served in the South Pacific.

Gerald E. Odentz, NICO, of Longmeadow, Mass., July 29, 2010. He was a WWII veteran, serving as an ensign in the U.S. Navy and was Lt. Junior Grade in the Medical Service Corps Naval Reserve upon honorable discharge from the Navy.

Benjamin Schuff, NICO, of Indianapolis, May 25, 2010. He served in the U.S. Army during WWII as staff sergeant, as well as a radio operator in Okinawa.

John G. Sugg, NICO, of Springdale, Ark., April 17, 2010. He served in the U.S. Navy during WWII from 1943-1946 in the Pacific Theatre.

Samuel B. Wilkinson, NICO, of Kingwood, W.Va., Jan. 11, 2010.

1950

Allen H. Bandy, Sr., CCO, of Newton, N.C., Dec. 15, 2009. He served in the U.S. Army during WWII in Germany.

Robert W. Bowen, NICO, of Alliance, Neb., July 18, 2010. He served in the U.S. Army Air Corps during WWII, where he was stationed in Guam as the Medical Supply Officer for the 314th Bomb Wing (VH). He was honorably discharged in 1946 as a Captain MAC.

Maurice Faasse, NICO, of Grand Rapids, Mich., April 18, 2010. He was a veteran of the U.S. Air Force and founder and former owner of Best Metal Products.

Gale D. Hall, CCO, of Williamstown, W.Va., April 18, 2009.

George H. Pitman, NICO, of Mayfield, Ky., Feb. 2010.

1951

Clayton A. Anderson, CCO, of Ada, Minn., Feb. 14, 2010. He served as a captain in the U.S. Marine Corps.

Angelo C. Pederzolli, NICO, of Alliance, Ohio, Oct. 14, 2009.

John W. Streff, CCO, of Prescott, Ariz., May 6, 2010. He served in the U.S. Navy during WWII. He was a leading proponent in advancing methods of vision therapy treatment and is recognized for first publishing an article describing a constellation of visual findings now known as the Streff Syndrome.

1953

William L. Howard, CCO, of Lakeland, Fla., Feb. 6, 2010. He served in the U.S. Naval Air Corps, Pacific Area.

Leighton V. Manther, CCO, of Lakeville, Minn., Jan. 26, 2010. He served in the U.S. Army Air Corps from 1943-1946.

Irwin M. Roth, CCO, of Miami, Fla., Aug. 23, 2009. He served in the U.S. Marine Corps during WWII and later became Commander of Disabled American Veterans for Miami Beach.

Horace Spira, NICO, of Wheeling, Ill.

1954

Mandel M. Berg, CCO, of Buffalo Grove, Ill., Oct. 23, 2009.

James E. Washington, NICO, of Raleigh, N.C., May 18, 2010. He was president of the National Optometric Association in 1974.

1955

Frank H. Overman, CCO, of Pella, Iowa, March 2010.

1956

Ralph J. Spagnuolo, of Houghton Lake, Mich., May 2, 2010. His contributions to the community included co-founding the Central Michigan Optometric Center for Needy Patients and starting the Thomasina Spagnuolo Fund for Eye Care of Needy Children in honor of his mother.

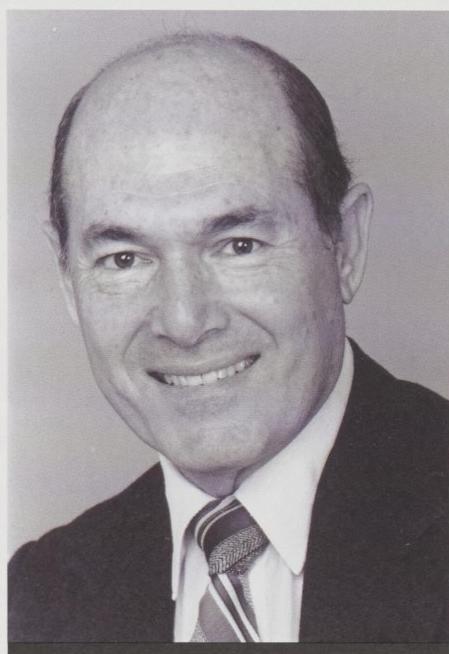
1958

John F. Keating, of Janesville, Wis., March 18, 2010.

1960

Herman Gould, of Tucson, Ariz., Feb. 21, 2009.

Jack Solomon (pictured right), of Boca Raton, Fla., July 4, 2010. He served in the U.S. Army during the Korean War. He held numerous leadership positions, including president of Broward Center for the Blind and chairman of the Contact Lens Section for the American Optometric Association. Dr. Solomon also was a Fellow of the American Academy of Optometry as well as being awarded Diplomate status in the Cornea/Contact Lens section of the Academy.



1961

Donald J. Murtonen, of Alexandria, Minn., April 22, 2009.

1965

Robert C. McDunn, of Little Falls, Minn., Oct. 10, 2009.

Clyde A. Young, Jr., of Evergreen Park, Ill., May 8, 2010. He was a sergeant first class with the 187th Airborne Infantry of the U.S. Army and also served in the Army Reserve as a chemical warfare specialist.

1969

Edward B. "Bruce" Johnson, of Rochelle, Ill., July 21, 2010. He served as an optometrist in the U.S. Army during the Vietnam War.

1979

Stephen H. Lehrer, of Bellevue, Wash., April 6, 2010.

1982

Mary Ann Bielenberg, of Lake Village, Ind., June, 7, 2010.

1983

Elizabeth Egan Gould, of Manchester, Mass., Oct. 24, 2009.

1997

Melissa L. Vander Berg (nee Karp), of Holland, Mich., July 15, 2010.

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A SECOND LOOK



Howard Woolf, OD

Current position: In private practice with my son, Brian Woolf, OD '99, in Baltimore.

Family Life: Wife, Barbara; Two Sons, Michael and Brian; Two grandchildren, Isaac and Petra

ICO Class Of: 1967

Family Who Attended ICO: Mother, Ina Gray Woolf (1939); Father, Gerson M. Woolf (1940); Son, Brian (1999)



After graduation, she kept her maiden name so there would be no confusion with my father. She also worked in the morning and my dad saw patients in the afternoon. She would then leave and go home to take care of my sister and me. Patients would think she was the receptionist when they came in for their appointment.

THEN



NOW

When and how did you decide to pursue a career in optometry?

I saw both of my parents succeed in the field. I worked in my father's office and really liked the practice. I started when I was 12 adjusting frames. My parents wanted me to go into medicine so there would be more opportunities, but I feel I ended up doing better by going into optometry.

Why did you choose ICO?

Both of my parents went there. My mom graduated first, in 1939, and my dad graduated a year later.

At the same time, my dad worked as a singer in some of the speakeasies to cover tuition. He later took us back to Chicago to show us where he sang and explained what these clubs were like back in the 30's. I got to know the city. When I arrived as a student, I rented a townhouse with some guys on Sheridan Drive, then I got smart and got married!

What was it like for your mother practicing in the 1940s?

My grandfather – her dad – was from Poland and he wanted my mom and her sister to have a profession where they could take care of themselves. He had a jewelry store that had an optical department and he saw that it did well. He thought it would be a good profession for his daughters as they could work part time and still have a family. My mother moved from Detroit to Chicago and she was the only woman in her class at ICO.



as president of the Alumni Council. He was a good mentor, a gentleman's gentleman. Later, I followed him to the Board of Trustees.

Looking back, how did choosing ICO for your education influence the rest of your career?

It had a tremendous influence. When I was president of the Alumni Council, Al Rosenbloom was president of the school and we had many good years working together. He, along with C.K. Hill, were wonderful mentors. ICO has been a significant part of my life. Many of the people we met there are still our colleagues and friends. ☺

What did you do after graduation?

My wife and I moved back to Baltimore and I worked in my father's practice. He opened a suburban location, too, and it was essentially mine to run. My son and I still maintain both offices today. The one in Baltimore is an urban practice, which has its unique set of patients and circumstances, and the other is in the suburbs. I also provided pediatric vision care at Johns Hopkins Hospital.

What was your best memory of your time at ICO?

The connections I made and the help I had in starting my career. I was very vocal about some of the issues I thought ICO needed to address, so someone suggested I become a member of the Alumni Council. Well, then-president C.K. Hill kind of adopted me and guided me through that part of my life. He moved on to the Board Of Trustees and I succeeded him



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DATEBOOK

OCTOBER 13

ICO Alumni Reception
Michigan Optometric Association's Fall Meeting
Radisson, Lansing, MI

OCTOBER 15

ICO Board of Trustees Annual Fall Meeting

OCTOBER 22

Last Day of Fall Quarter for Classes

OCTOBER 23-30

Final Exams

NOVEMBER 1-6

Fall Quarter Break - No Classes

NOVEMBER 6

Last Day of Fall Quarter for Clinic

NOVEMBER 8

First Day of Winter Quarter

NOVEMBER 17-20

AAO/Student Break - No Classes or Clinic

NOVEMBER 19

ICO Alumni Reception
Academy 2010
Moscone Center West
San Francisco, CA

NOVEMBER 25 - 28

Thanksgiving Break

DECEMBER 23 - JANUARY 3

Winter Break

JANUARY 17

Martin Luther King, Jr. Day
College/Clinic Closed

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